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THE NATIONAL NEWSPAPER OF MARKETING

PIB Finds Top 100 Spent 5% More in '58

Leading 50 Accounted for Overwhelming Share; Media Showings Varied

NEW YORK, March 12—The nation's top 100 national advertisers spent a total of $857,485,761 in general and farm magazines, supplements and network television last year, according to a compilation by Leading National Advertisers Inc. from Publishers Information Bureau and Broadcast Advertisers Reports figures.

The '58 total was a 5.5% increase. In 1957 the 100 top advertisers spent $812,131,124; in 1956 the total was $754,274,612.

Network tv got $502,268,254 of the total investment by the 100 leaders; $269,943,155 went to general magazines, $9,240,598 to farm magazines and $76,033,754 to supplements.

Of the total for the top 100 advertisers, $700,721,615 was spent by the top 50. This elite group accounted for $430,861,082 of the network tv total, $203,362,754 of the general magazine total, $6,800,008 of the farm magazine total and $59,697,771 of the total invested in supplements.

■ Procter & Gamble was again the top advertiser last year, with General Motors repeating as runner-up. But there was quite a bit of shuffling elsewhere among the top ten.

General Foods jumped from sixth in 1957 to third last year; American Home Products moved from the No. 8 spot to fifth place; and General Mills displaced R. J. Reynolds Tobacco Co. in the No. 10 position, moving up from 13th.

Ford Motor Co., meanwhile, dropped from fifth to seventh, and Chrysler Corp. skidded from third to eighth. These two corporations were the only members of the top ten who spent less in '58 than they did in '57. Ford dropped about $2,700,000 to a $25,399,049 total. Chrysler cut back $7,600,000 from '57 to $23,311,107.

(*Continued on Page* 94)

Number of Net TV Users Again Shrinks in '58

Procter & Gamble Once More Leads List of Advertisers, TvB Says

NEW YORK, March 12—The circle of network tv advertisers continues to narrow. Started in 1957, when there were 28 fewer network tv sponsors, this trend continued last year when there were 24 fewer names on the list.

The total number of network tv users declined from 321 in 1956 to 293 in 1957 to 269 in 1958, according to Television Bureau of Advertising records. However, the smaller number of customers still pour enough money into the medium to keep the sales curve moving upward. Gross time sales figures, as reported by TvB, show a gain of 9.8% over the '57 level for a total take of $566,590,401.

(Note—McCann-Erickson's estimates for total net time and talent costs in network, spot and local tv show a gain of 7% in 1958 for a total of $1.36 billion. TvB's gross figures indicate higher percentage gains in all forms of video; the industry must wait until the Federal Communications Commission figures come out to find out who is correct about the amount of dollar volume gains in 1958.)

■ Industry sources attribute the shrinkage in the number of network tv clients to a variety of factors. Among them: (1) Mergers, which mean that some companies which used to show up twice on the list now appear once; (2) the recession, which caused some advertisers to tighten their budget belts; (3) program difficulties—the heavy show casualty rate was enough to discourage some potential sponsors; (4) high costs, which have tended to make the medium "too rich" for some companies with

(*Continued on Page* 109)

Spending of Top 100 in Outdoor Dipped 9% in '58

Over-All Decline Was 3.7%; General Motors, Ford Were Leading Users

NEW YORK, March 11—The 100 leading users of national outdoor advertising in 1958 spent $91,172,103, about 9% less than the $100,301,432 the top 100 invested in 1957. In 1956 the top 100 spent $96,685,000.

These figures were released today by Outdoor Advertising Inc. in its fifth annual listing of the top 100 users of the national medium.

General Motors Corp. and Ford Motor Co. again maintained first and second places in the list of the 100 largest users of the medium.

Among the top outdoor advertisers, Anheuser-Busch retained its No. 3 position, while Shell Oil Co. moved up from seventh to fourth place, replacing Coca-Cola Co., which dropped from fourth to fifth place in '58.

Philip Morris Inc. moved into sixth place in '58 from 35th position in '57, displacing Affiliated Distillers Brands Corp. (a Schenley subsidiary), which dropped to 15th position in '58.

William Wrigley Jr. Co. moved into seventh position in '58 from 11th place in '57.

■ National Distillers Products Co. moved up from ninth to eighth place, displacing National Dairy

(*Continued on Page* 109)

EGG IN YOUR COFFEE—*Livingston Coffee Co., Chicago, will run this color page for its new Fireside egg coffee product in the Chicago Daily News March 25 and the Chicago Tribune April 1. Keyes, Madden & Jones is the agency.*

Big Klatsch Ahead: 3 Coffee Marketers Converge on Chicago

CHICAGO, March 13—Grocery retailers are bracing themselves for an invasion next week of three new coffee products by three different companies.

J. A. Folger & Co., Kansas City, is entering this market for the first time with its well-established Folger's regular and drip grind coffees. Two other companies—North Woods Coffee Co. and Livingston Coffee Co.—are bringing out new regular coffee products with egg added.

Folger, a giant in the coffee industry, will unleash its heaviest artillery starting March 16 in preparing the way for its assault. The company will use newspapers, radio and tv spots, outdoor (No. 200 showing) and transit cards (outside buses).

■ The newspaper campaign begins March 17 with small (2 col.) ads

(*Continued on Page* 112)

Big Line Is $6,000,000 Advertiser . . .

Y&R Heads Standbys at American Airlines

Account to Leave L&N After 4 Successful Years; Decision May Come Soon

NEW YORK, March 12—High-flying American Airlines went shopping for a new agency this week.

The nation's leading air carrier broke up a brother act in sacking Lennen & Newell as of June 1.

C. L. (Bill) Smith, brother of C. R. Smith, president of American, is not expected to move with the account this time. When American moved from Ruthrauff & Ryan to L&N in 1955, Mr. Smith and his account team made the same switch.

Lennen & Newell said American billed "just under $5,000,000" in 1958. However, a source close to the client placed the billing at "more than $6,000,000." Currently introducing its new jet equipment, American is expected to spend more than $6,000,000 this year.

Charles Rheinstrom, exec vp of American, lowered the boom on L&N over the weekend and began interviewing prospective agencies in his office Monday.

■ One of the first agencies to present its case was Young & Rubicam, the largest U.S. agency without an airline account and the odds-on favorite of Madison Ave. speculators. Y&R has reportedly been researching this account for a month and a half. It also has been working for American in Mexico for a number of years.

Mr. Rheinstrom emphasized, however, that American has not made up its mind. He pointed out that he had not spoken to Y&R people before Monday. He said he plans to see 12 agencies. Observers favoring Y&R point to four factors: the agency's size, its work for American in Mexico, its branch offices and its top-level Washington contacts.

In view of American's day-to-day newspaper schedule (L&N produced a total of 1,100 ads for

(*Continued on Page* 109)

Maine Ad Tax Is Seen Doomed

AUGUSTA, ME., March 13—Opponents of a proposed tax on advertising were confident after a public hearing yesterday that the measure will be defeated in the Maine legislature.

Appearing against the bill, which would levy a 3% receipts tax on advertising, were spokesmen for the Advertising Federation of America, Assn. of National Advertisers and Maine ad groups. Sen. James E. Coffin and Rep. Ronald L. Kellem spoke for the bill.

Chief arguments against the controversial measure were that the proposed tax (1) would be unconstitutional; (2) would be a tax on business growth, affecting all Maine business; (3) would discriminate against Maine media and advertisers, especially in print, broadcast and outdoor, and (4) would be doubled to 6% for advertisers using co-op. #

Last Minute News Flashes

JWT Named to Handle Projected Small Ford

DETROIT, March 13—It was learned today that Ford Motor Co. has named J. Walter Thompson Co. to work up advertising plans for its proposed new small car, expected to bow in the 1960 model-year. Thompson already handles the regular Ford line. Ford Motor's annual report, just published, indicates the company will indeed turn out a small car if conditions are right.

Dailies' 'Third Selling Force' Near Actuality

NEW YORK, March 13—A third selling force for newspapers (AA, Jan. 26) will be an actuality by May 1, ADVERTISING AGE was told today. The new group, which would fit between the Bureau of Advertising, which sells newspapers generally but takes no orders, and the newspaper representatives, which sell individual papers but have trouble selling the general medium, has been underwritten by 11 representative companies to date. Another three or four okays—expected in the next few weeks—will get the new sales force off the ground, it was said.

Carter Carburetor Names D'Arcy Advertising

ST. LOUIS, March 13—Carter Carburetor division of ACF Industries is moving its account from French & Shields to D'Arcy Advertising, effective May 1, ADVERTISING AGE learned today. The account reportedly bills in excess of $300,000.

(*Additional News Flashes on Page* 113)

Pharmaceuticals, Lorillard Face Squeeze at NBC

Advertisers Happy with Arthur Murray Mondays; Net Seeks 'Friendly' Shift

NEW YORK, March 13—The arrival of a buyers' market in network tv has not delivered the advertiser from one of the chronic headaches that has plagued him periodically—being asked to move a show to make room for somebody else.

The latest instance finds P. Lorillard Co. and Pharmaceuticals Inc., which already know how the ailment feels from past experience, going through the pangs again.

As a part of the revision in what NBC-TV calls its "dream schedule" for the fall, the network has asked Lorillard and Pharmaceuticals to move their "Arthur Murray Party" out of the Monday 10 p.m., EST, spot to make way for Steve Allen. Both sponsors are happy with the $25,000 Murray tv party.

Through their respective agencies, Lennen & Newell and Parkson Advertising, the cigaret maker and the drug company are fighting to keep Arthur and Kathryn dancing in their familiar time period. NBC, which reportedly has Plymouth (N. W. Ayer & Son) in a buying mood for a new Monday

(*Continued on Page* 112)

JWT Is 'All Right—if You Can Wait' . . .

Join Thompson, See World? Well, Almost

J. Walter Moves Men on World Map—to Function, Not for Linguistic Skill

(This is the final of three articles on the international operations of J. Walter Thompson Co.)

By Milton Moskowitz
International Editor

NEW YORK, March 10—Join J. Walter Thompson Co. and see the world.

This is not literally true, of course. Would-be globetrotters who present their passports at Sam Meek's door here are not likely to be rewarded with an assignment to JWT's Paris or Colombo office.

As a matter of fact, of the 3,100 persons currently employed by Thompson abroad, only about 50 are Americans.

The record shows, nevertheless, that Thompsonites have traveled widely during the past 35 years, and their experiences are part of the international history traced in these pages (AA, March 2, 9).

■ Sam Meek scoffs when anyone suggests that one of the criteria for overseas service is language facility. "If there's anything we *don't* need in a foreign country, it's the language," he says. "We can get plenty of people there who speak the language.

"We don't hire people because they are good *internationally*. We send a man overseas because we think he can do a good job for us and for our clients and because

(Continued on Page 64)

Pan Am, Douglas, Pond's, Kraft Head JWT's Clients Abroad

NEW YORK, March 12—The international account roster of J. Walter Thompson Co. is long and mighty.

Some 500 accounts are handled by the 32 international offices.

To keep up with the changes is alone a formidable task.

In the past year, for example, JWT lost Monsanto and Moore-McCormack in Argentina, Volkswagen in Australia, Tetley in Britain and Brylcreem in India. At the same time, it was adding Abbott Labs, Nestle and S. C. Johnson in Argentina, Campbell Soup and South African Wines in Britain, Braemar Knitwear, Minnesota Mining, Kellogg and Vick Chemical in Germany and Mobil Oil in Peru.

■ Also in the past year, JWT dropped Cluett Peabody in Japan, Carnation Milk in Mexico, Burroughs in South Africa, Bristol-Myers in Belgium, Fruehauf and Hickok belts in Brazil and Buitoni and the *New York Herald Tribune* in Paris.

Meanwhile, it gained Dunlop and Caltex in Japan, Firestone in the Philippines, Tabasco and Riggio tobacco in South Africa, Liebig and General Milk in Belgium, Qua-

(Continued on Page 98)

De Soto May Back Film on Hernando

Movie Would Follow Book Project Marking Chrysler Unit's Birthday

DETROIT, March 12—The De Soto division of Chrysler Corp. this week showed no letup in the promotion efforts it has maintained for a full year in celebration of its 30th anniversary as a producer of automobiles.

It rolled its 2,000,000th De Soto off the assembly line here Thursday, and was preparing for another drum beat with the actual fabrication of its new spring model, the Seville, next week.

Although De Soto's 30th anniversary officially ends this month, it is not closing the ports for its promotion guns. A contingent from its public relations staff and its agency, Batten, Barton, Durstine & Osborn, will take off for the West Coast in April for further discussion of possibilities of making a motion picture from the historical novel, "The Golden Eagle," by John Jennings, based on the life of the Spanish conquistador, Hernando De Soto.

The De Soto people are weighing the possibilities of co-sponsoring it as a non-commercial entertainment film, as it did the book itself, underwriting some 200 hard cover and 20,000 paperback copies of the Jennings novel.

De Soto invested $10,000 for promotion of the book and toward the author's guarantee. Dell Publishing Co. started with an initial print order of 250,000 on the paperback edition, which went on sale last month. #

McCarty Adds 2 Accounts

McCarty Co., Los Angeles, has been named to handle advertising for Challenge Mfg. Co., Los Angeles, producer of construction and laundry equipment, and Certified Trust Deeds, Long Beach, a home loan organization.

Heed Congress' Dictum on Postal Hikes, P. O. Told

WASHINGTON, March 10—Mail users who are fighting the Post Office Department's efforts to raise rates on catalogs and parcel post scored an important preliminary victory last week, when a hearing examiner for the Interstate Commerce Commission ordered the Post Office Department to submit new statistics which reflect a deduction for public service costs.

In a determined effort to head off rate changes which average about 25%, the user groups, spearheaded by the Parcel Post Assn., told Hearing Examiner Burton Fuller that the department's cost estimates ignore the rate formula approved by Congress last year, which credits mail users for the cost of "below cost" services which Congress ordered the department to provide for large portions of the public.

Although the Post Office Department contends that Congress did not intend to make any concessions in computing the cost of handling fourth class mail, Mr. Fuller indicated he believes the rate formula should be used in arriving at parcel post and catalog rates as well as other mail rates. His order today suspended hearings on the parcel post adjustments for 75 days while the Post Office Department submits new cost information. #

FRANK DISCUSSION—*Clint Frank (left), president of Clinton E. Frank Inc., and G. Bowman Kreer, vp and director of marketing services, review records of the past nine months when seven new accounts added between $4,000,000 and $5,000,000 in billings for the agency.*

Companies, Agencies Cause Stations to Cut Rates: Griffin

NEW YORK, March 10—A national broadcast representative has placed some of the blame for price cutting by radio and tv stations on advertisers and agencies.

This opinion was expressed by Lloyd Griffin, vp of Peters, Griffin, Woodward Inc., in a letter to Arthur H. Lund, radio-tv director of Campbell-Mithun. Mr. Griffin's letter was in reply to a letter sent by Mr. Lund to Peters, Griffin, John Blair & Co. and Edward Petry & Co., in which Mr. Lund warned of the seriousness of a growing trend on the part of radio-tv stations of selling time to national advertisers at retail rates (AA, March 9).

"However, all of the ills are not on the station side of the fence," Mr. Griffin wrote. "You must know there are certain advertisers and agencies who keep people on the road with the expressed purpose of trying to buy off card—that is, getting a special deal for their client.

■ "Many of these have been such tempting offers that weaker stations find it very hard to resist. They also apply pressure by playing one station against another for the best deal.

"When this practice exists, it is not surprising that some stations succumb to pressure and are led into the trap of trying to undercut the competition," Mr. Griffin said.

He estimated that 90% of the rate cutting activities is done by the third, fourth or fifth stations in multiple-station markets. "There are undoubtedly stations in the two or three-station markets that are guilty of this practice but it is a costly policy for them, in our opinion," Mr. Griffin added.

■ "If you are to continue your campaign, I am sure that you realize that every effort should be put forth to advertisers and agencies, as well as stations," Mr. Griffin wrote.

"We will continue to urge stations to recognize only published rates and we hope that you will start a campaign among all advertisers to cease and desist their practice of pressuring stations into special deals for themselves." #

Field Research Names Brinton

Dr. James E. Brinton, associate professor in Stanford University's department of communication and journalism, has been appointed consultant to Field Research Co., San Francisco marketing research organization.

Frank Surges to Above-$10,000,000 Billings Bracket

Agency Boosts Its Business 500%—from $2,000,000—in 5 Years

By Lawrence Doherty

CHICAGO, March 11—Clinton E. Frank Inc., which reported 1958 billings of about $7,000,000, has broken the $10,000,000 barrier and now says it is billing at the rate of between $11,000,000 and $12,000,000 annually. Its exceptionally lively new-business operation may pad that figure further during 1959.

This spurt in the billings rate follows a chain of events which started last June, when G. Bowman Kreer resigned as co-manager of Campbell-Mithun's Chicago office.

Bo Kreer moved over to Frank as vp and director of marketing services, bringing with him from Campbell-Mithun Perry Brand, account supervisor and plans board chairman, and Richard Holtzman, account supervisor, plus the $1,000,000-plus Hamilton Beach account.

In the ensuing months, more creative talent and more accounts found their way into the Frank agency. Seven new accounts aggregating $4,000,000 to $5,000,000 have been added by Frank since June, the most recent being the $1,500,000 Bissell Carpet Sweeper

(Continued on Page 72)

ABP Jesse Neal Awards Honor 22 Business Papers

'Industrial Design' Captures Two Firsts in Biggest Field Ever

NEW YORK, March 10—First place awards in the fifth annual Jesse H. Neal editorial achievement competition for business publications have been won by the editors of *Industrial Design, Nucleonics, Industrial Marketing, Fleet Owner* and *House & Home. Industrial Design* won two top awards.

Prof. Floyd G. Arpan, of the Medill school of journalism, Northwestern University, chairman of the contest judges, said the caliber

(Continued on Page 111)

Review Ban on Patent Agent Ads, Strauss Is Urged

ANPA's Williams Hails Commerce Secretary's Statement on Advertising

NEW YORK, March 11—The general manager of the American Newspaper Publishers Assn. expressed hope today that the new Secretary of Commerce will follow up kind words with action which will show that his department is ready to defend advertising when it is under attack anywhere in the government.

In a letter to Commerce Secretary Lewis Strauss, ANPA General Manager Cranston Williams said he was "delighted" with "forthright" statements which the secretary made about the importance of advertising when he appeared before Associated Business Publications in New York Feb. 26.

"Naturally I was doubly pleased over these public statements," Mr. Williams wrote, "because it has been a source of great concern to this organization and others that the Department of Commerce, which is one of the areas of support for American business, has appeared to be unsympathetic with honest and truthful advertising

(Continued on Page 22)

Magazines Sell Big Ticket Items Better: Hubbell

Simmons VP Cites Way of Top Advertisers at Hearst Sales Seminar

NEW YORK, March 10—In the belief that it's necessary to sell more intelligently and more aggressively in the magazine business, Hearst Magazines ran a series of creative selling seminars for each of its properties over a ten-month period, ending last month.

To the seminar came a variety of agency and advertiser guests who offered various appraisals of magazine selling problems, as well as the individual Hearst magazine sales and promotion people, who illustrated how they put creative selling to work.

Here's some of the advice given by advertiser and agency people:

• **John W. Hubbell,** vp, Simmons Co.: "In big ticket merchandise, the printed word is the great ad-

(Continued on Page 114)

H. H. DOBBERTEEN, *a former vp of Benton & Bowles and Foote, Cone & Belding, will become senior vp of Wilson, Haight, Welch & Grover, Harford, on April 1. Mr. Dobberteen had his own agency in Grand Rapids before moving to New York.*

TV Spectaculars Gain as Promotion Tool, Davis Says

NEW YORK, March 11—Merchandising and promotion potential is one of the major reasons why more advertisers are buying tv specials these days, according to Hal Davis, vp of Grey Advertising Agency.

In a speech before the time buying and selling seminar of the Radio & Television Executives Society, Mr. Davis said that tv super shows are proving very popular with companies whose sales forces need something special to focus on—"in September, before Christmas or after the first of the year."

On one occasion, he noted, a merchandising campaign that started out as a traffic building promotion caught on so well that it grew into a Westinghouse video special. This was the Benny Goodman Brussels' World Fair Album which was sold for $1.29 through Westinghouse radio and tv dealers. After 250,000 copies of the album had been bought in four weeks, the appliance maker decided to present an hour Goodman telecast to capitalize on the promotion that was already rolling.

■ Mr. Davis also emphasized the importance of merchandising and promotion for regular tv series. And again he cited examples:

• Ed Sullivan demonstrated most effectively years ago the solid impact a tv personality could have in the field, the agency executive said. Before this "merchandising revolution," he said, "you couldn't find a Lincoln-Mercury dealer who didn't consider newspapers his No. 1 medium." Now, he continued, some dealers have pulled their funds out of newspapers and put them into broadcasting.

• Greyhound Corp. used the Steve Allen program, which is "basically a participation show." Here Grey hit upon the idea of using a sleek

(Continued on Page 22)

Lescoulie Houston Lusk Manchee Cunningham

MADISON AVE. ON TV—*Four of the country's top agency men turned up on NBC's "Today" show last Feb. 24 to give their answers to some of the cliche charges that are made against the advertising business. On hand to answer Jack Lescoulie's questions about the public image of Madison Ave. were Robert E. Lusk, president of Benton & Bowles; John Cunningham, chairman of Cunningham & Walsh; Bryan Houston, chairman of Bryan Houston Inc., and Fred Manchee, consultant to BBDO.*

Adman Should Share in Planning of New Products: Schruth

CHICAGO, March 11—Advertising and marketing men should exert more influence in the future in the development of new products, Peter E. Schruth, vp and advertising director of *The Saturday Evening Post*, said last night.

"I think many of the new products that we will be selling in the next ten years will have to come from the ideas of the marketing man rather than the production man," Mr. Schruth said in a talk before the Advertising Executives Club of Chicago.

"It is all very well for a DuPont to ask what can be done with a nylon or an Orlon, but it is high time that the marketing man asks, 'What can you produce to meet this certain need or desire?'

"For too long, we have found markets for products. We had now better emphasize producing products for markets. And it's the marketing man who should wield the influence in producing those products."

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26 Retailers Are Brand Names Award Winners

NEW YORK, March 11—Awards for the 11th annual Brand Name Retailer-of-the-Year were made this week to 140 merchants across the country, chosen from 558 finalists in the annual Brand Name Foundations competition.

Selections were made in 26 categories in all except one of which a plaque and four certificates of distinction were awarded. In the gasoline service station category, 14 certificates were given in addition to the plaque. Ohio topped the state honors with 15 citations; Milwaukee—with four awards—led the individual city honors.

Decisions were made primarily on the basis of the companies' 1958 brand advertising and promotional campaigns, as well as their education of customers and sales personnel about the basic policies of featuring manufacturers' advertised brands.

■ The winning merchants will be honored at a three-day celebration in New York April 13-15. Winners of plaques in each of the categories are:

Alcoholic beverages stores: Ridgewood Wine & Liquor Co., Ridgewood, N.J.
Appliance stores: Gerhard's Inc., Glenside, Pa.
Automobile dealers: C. Ed Fiandro (Ford), Pocatello, Ida.
Building materials dealers: The Building Materials Center Inc., Pueblo, Colo.
Children's stores: Heaven to 7, Des Moines.
Department stores—Class I: Lit Brothers, Philadelphia.
Department stores—Class II: A. W. Lucas Co., Bismarck, N. D.
Drug stores—Class I: Glaser Drug Co., St. Louis.
Drug stores—Class II: Sanders Prescription Pharmacy, St. Albans, Vt.
Farm equipment dealers: Toews-Mehr Implement Co., Mankato, Minn.
Food stores—Class I: Alpha Beta Food Markets, La Habra, Cal.
Food stores—Class II: McKay's Markets, Eugene, Ore.
Food stores—Class III: Sparkle Super Markets Assoc., Akron, O.
Furniture stores: Glick's Furniture Co., Columbus, O.
Gasoline service stations: Heath & Allen (Atlantic), Lambertville, N. J.
Hardware-housewares stores: Horace Green & Sons, Long Beach, Cal.
Home builders: Willard Woodrow Inc., Bellflower, Cal.
Jewelry stores: Corrigan Inc., Houston, Tex.
Men's wear stores—Class I: Maurice L. Rothschild & Co., Chicago.
Men's wear stores—Class II: Jacob Mayer, Easton, Pa.
Music stores: Dickinson Music Shop, Dickinson, N. D.
Office equipment & stationery stores: George Stuart Inc., Orlando, Fla.
Photographic stores: Artz Camera Supply Co., Aberdeen, S. D.
Shoe stores: Cardinal's, Corpus Christi, Tex.
Specialty stores: Wormser's of Lafayette, Lafayette, La.
Sporting goods stores: Ed Brendamour Inc., Cincinnati.

U.S. May Ease Rule on Defense Contract Ads

Officials Urged to Alter Rules to Eliminate 'Exclusions by Definition'

WASHINGTON, March 13—The long hassle over revision of the Defense Department's rules on the treatment of advertising is reported to be in its final phase, and there appears to be a possibility that the final draft will give advertising somewhat more favorable treatment than it has had in the past.

Under existing rules, which date back to the early days of World War II, the government reimburses defense plants only for ads in trade and technical publications, or for ads which are to recruit personnel. In the current dispute, some of the leading defense contractors are arguing that institutional advertising, in reasonable amounts, should be allowed in any medium which the advertiser considers appropriate for its purposes.

The current argument was already far from new when Defense Secretary Neil McElroy arrived here nearly two years ago. According to a report by Allen Smythe in last Sunday's *New York Herald Tribune*, Mr. McElroy has been kept informed on developments, and is said to be agreeable to "clarification" of the treatment of advertising and certain other executive benefits which have been proposed by the defense contractors.

■ In the lengthy negotiations over revision of the cost rules, there have been reports on several occasions that a "final" draft was about ready. The *Herald Tribune* article said that Assistant Secretary of Defense E. Perkins McGuire hopes to have the final draft ready next month.

Until now, the Defense Department's auditors have been reluctant to make any change in the advertising rule in the face of a long-standing government ruling

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Edison Institute Sets $2,600,000 Multi-Phase Push

Corette Hits High Court Ruling on Ad Deductions as 'Solar Plexus Blow'

CHICAGO, March 11—Details of a new National Electric Living program—backed up by a $2,600,000 advertising budget—were presented to executives of electric power industries at the 25th annual sales conference of the Edison Electric Institute this week.

The new program has three parts, designed to sell more appliances, improve home electrical wiring and sell more and better lighting. Fuller & Smith & Ross, Cleveland, is the agency.

Though the Edison Electric Institute has sponsored promotions in the past, including Medallion Homes and Housepower, this is its first unified program. EEI said advertising will be concentrated in daytime tv, magazines and point of purchase material. Newspaper ad mats will be offered to dealers.

J. E. Corette, president of EEI and of the Montana Power Co., Butte, said the ad budget may reach $3,000,000 this year, when contributions from all 196 members of the institute are received. He added that EEI hopes manufacturers will support the Electric

(Continued on Page 98)

Koehler Calls 15% Commission 'Rut' for Agencies

CHICAGO, March 10—R. H. (Dick) Koehler, director of advertising and publicity for Westinghouse Air Brake Co., last night criticized the 15% agency commission setup as a "rut." He urged advertisers and agencies to develop a compensation system which would be more equitable for both parties.

Speaking at a meeting of the National Industrial Advertisers Assn., Mr. Koehler asserted that "advertising must grow with the times and should not be tied up with a system which is not in tune."

He maintained that if a company is going to conduct a well-rounded advertising program, which includes non-commissionable as well as commissionable advertising, "you can't have the job done anywhere as economically or as expertly as you can at your agency. If you use the agency only to produce commissionable ads, you are losing 50% of its usefulness."

■ He pointed out that agencies maintain staffs of experts in all phases of advertising which the average company could not afford to have. "If you want an agency to perform services other than preparing ads for which it receives the standard 15% commission, you must pay for it," Mr. Koehler said. "It will cost you more money but I feel you will get more than your money's worth."

He suggested that the 15% commission system be replaced by a fixed fees charge or an hourly rate charge system. "The adoption of either of these methods forces a company to determine immediately just what portions of the ad program it will do and what will be done by the agency," he said. #

Abolish Agency Commission System, Form Ad Council, British Urged

Exhaustive Report by Institute of Economic Affairs Probes Industry

LONDON, March 11—Twenty-one recommendations to improve Britain's advertising business have been offered here by two economists who made a searching one-year study of the industry.

The recommendations, contained in "Advertising in a Free Society," include revolutionary proposals covering a wide range of advertising and marketing activities.

The 150,000-word study, the work of Ralph Harris and Arthur Seldon, was published by the Institute of Economic Affairs. More than 100 interviews were made for the study and the authors were aided by all sections of the advertising business in collecting material for their independent review.

■ Among their more controversial recommendations are that the agency commission system should be abolished, and that advertising agencies belonging to the Institute of Practitioners in Advertising (IPA) should be free to advertise their services to potential and existing advertisers and compete more aggressively for accounts.

They also call for the establishment of an advertising council on the lines of the Press Council which was established following the royal commission on the press of 1949. This, they said, should consider complaints from the public or advertisers about particular advertisements, make recommendations to advertisers, agencies and media owners, and publicize in periodic reports its findings on all advertisements examined.

The advertising council, they said, should consist of advertisers, agents, media owners and lay members under an independent chairman.

Despite its "21 recommendations," the report is on the whole favorable to advertising.

■ In one part it says:

"It is less true than it was that, of all commercial expenditures, advertising is the most speculative. But advertising men are still like scientists seeking for the truth. They are getting nearer, but are still some way off."

The authors suggest that advertising keeps competition keener than it would otherwise be; that the cost in highly advertised products seems surprisingly small, and that advertising is part of the process of persuasion and information that distinguishes a free society from one in which consumers are coerced or left with little choice about how to live their lives.

(Continued on Page 46)

IN TEN SHORT YEARS...
an American Tradition
The world-famous California Zephyr
THE MOST TALKED-ABOUT TRAIN IN THE COUNTRY!
WESTERN PACIFIC

DECADE—*Ads like this will be placed in 40 newspapers between March 18 and 21 to mark the 10th anniversary of the California Zephyr, which Western Pacific Railroad calls "the most talked about train in the country." Honig Cooper, Harrington & Miner, San Francisco, is the agency.*

Meldrum & Fewsmith 'Affiliates' with Barnes Chase Co.

CLEVELAND, March 13—Meldrum & Fewsmith, which last year billed $10,500,000, will announce Monday a "new kind of interlocking relationship" with Barnes Chase Co., San Diego, which billed $2,509,000 in 1958.

The agencies will explain the arrangement by saying that "it is not a merger, since each management retains full autonomy" but each agency "has purchased a stock interest in the other and will have representation on the other's board of directors. These factors plus a comprehensive reciprocal service arrangement carry it far beyond the general accepted concept of affiliation."

■ Meldrum & Fewsmith, which expects to exceed $12,000,000 in billings this year, and Barnes Chase, which predicts more than $3,000,000 for 1959, anticipate their association will result in "a nationwide expansion in the operational scope of both agencies." Meldrum & Fewsmith has offices here and in Detroit and Barnes Chase has offices in Los Angeles, San Francisco and San Diego.

E. T. Morris, president of Meldrum & Fewsmith, said nearly all his agency's accounts have West Coast distribution and marketing operations. Barnes Chase, headed by James B. Lane, expects eastern representation will help the growth of marketing programs of a number of its clients.

■ Meldrum & Fewsmith, which billed $10,900,000 in 1957 and $10,500,000 in 1956, has a number of industrial and consumer accounts, including Durkee Famous Foods, Ford Motor's tractor and implement division, Glidden, Republic Steel, Seiberling Rubber, White Sewing Machine and Willard Batteries. Barnes Chase, which billed $1,914,000 in 1957, handles among other accounts Rohr Aircraft, General Atomic Corp., Stromberg-Carlson (San Diego) and Copley Newspapers.

In ADVERTISING AGE's agency billings issue Feb. 23, Barnes Chase was incorrectly reported to have lost the Circle Realty, General Atomic, Non-Linear Systems and Marvin K. Brown Cadillac accounts in 1958. These accounts actually were among those gained by the agency. #

Time Inc. Net Dips

Time Inc., New York, has reported its 1958 net revenue was $245,102,000. This was $9,000,000 off from the 1957 total, highest in the company's history. Net income after taxes was put at $8,737,000, compared with $12,024,000 (before special items) in 1957.

Spraker to 'Post-Gazette'

J. Robert Spraker has been named assistant manager of general advertising of the *Pittsburgh Post-Gazette*. He formerly was in the general advertising department of the *Toledo Blade & Times*.

Highlights of This Week's Issue

The top 100 national advertisers spent $857,485,761 in general and farm magazines, supplements and network television, according to a Leading National Advertisers compilation from PIB and BAR figures ..... Page 1

Coffees inundate Chicago as two new brands—Fireside egg and Folger—come into market and North Wood egg coffee, which has instant, plans to introduce a regular ..... Page 1

The number of advertisers using network television has declined from 321 in 1956 to 293 in 1957 to 269 in 1958, the Television Bureau of Advertising reports ..... Page 1

Price cutting by radio and tv stations is partly the fault of advertisers and agencies, Lloyd Griffin, Peters, Griffin, Woodward vp, says ..... Page 2

De Soto continues to celebrate its 30th anniversary, may back movie on life of Hernando De Soto in same fashion it helped out with recently published paper-back book on the Spanish explorer ..... Page 2

Clinton E. Frank Inc., which reported 1958 billings of about $7,000,000, has broken the $10,000,000 barrier and now says it is billing at the rate of between $11,000,000 and $12,000,000 annually ..... Page 2

Post Office Department is told to submit new statistics on fourth class mail rates reflecting a deduction for public service costs by hearing examiner of Interstate Commerce Commission ..Page 2

Print media sell the big ticket items better than other media, Simmons Co.'s Hubbell says at Hearst seminar ..Page 2

Merchandising and promotion potential is one of the major reasons why more advertisers are buying tv specials these days, Hal Davis, Grey Advertising vp, says ..... Page 3

Advertising and marketing men should exert more influence in the future in the development of new products, Peter E. Schruth, vp and advertising director of The Saturday Evening Post, says ..... Page 3

A $2,600,000 advertising budget for a new National Electric Living program is unveiled at 25th annual sales conference of the Edison Electric Institute ..... Page 3

Britain's advertising industry is given 21 recommendations to improve business in study by economists, including the abolition of the commission system and establishment of an advertising council ..... Page 3

The 15% agency commission setup is a "rut," R. H. Koehler, director of advertising and publicity of Westinghouse Air Brake Co., tells Chicago NIAA ..... Page 3

Congressional move to "ease" tax rule on "lobbying" ads may not turn out to be beneficial to all advertising if new rules affect all non-product ads Page 6

Newspaper r.o.p. color advertising is credited with boosting Pepsi-Cola sales and development by Alfred Steele, chairman of the company .....Page 16

Waterfill & Frazier will promote its bourbon in $250,000 print drive featuring early 19th century woodcut characters ..... Page 20

Jenkins Spirits Corp. will launch Jenkins Reddy Made mixed drinks in New York March 20 with three ads twice a week for six months in the New York Daily News ..... Page 24

Sam Goody, the man who revolutionized retail record selling, finds himself spinning with financial difficulties ..Page 26

Consumers are more optimistic, but they are still keeping a firm grip on their purse strings, Federal Reserve Board study shows ..... Page 30

Chicago banks promote their facilities to women in step to woo the fair sex ..... Page 34

California passes bill to "take the racketeers out of instalment buying" ..... Page 42

Jos. Schlitz Brewing Co.'s Old Milwaukee beer gets $1,000,000 ad promotion in Michigan ..... Page 54

New marketing concept has resulted in marketers shifting emphasis from selling what they make to making what will sell, Al N. Seares, head of National Sales Executive—International, writes ..... Page 54

A Negro family will maintain higher standard of living and represent a greater market for quality merchandise than a white family with same income, Texas Southern University study shows ..... Page 56

The modern advertising agency must be equipped to operate in all phases of marketing to fulfill the big responsibility of handling large sums of advertising dollars, Eugene Harrington, chairman of Honig-Cooper, Harrington & Miner, says ..... Page 78

Pillsbury Co. will invest $800,000 in newspaper advertising in the first quarter of 1959 ..... Page 100

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Along the Media Path 74
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WALTER S. MARTIN,
Regional Sales Manager,
Seattle
E. L. BRUCE CO., Inc.

"We concentrate where people are ...and Tacoma has the people!"

Mr. Martin says:

"To get the best from our advertising dollars we must concentrate where *people* are! And the 308,000 folks living in the Tacoma market are worth a great deal of our sales and merchandising efforts. To sell Bruce Floor Products to these able-to-buy people we rely greatly on advertisements in the Tacoma News Tribune. We know that no outside newspaper approaches the circulation coverage of the News Tribune in its market."

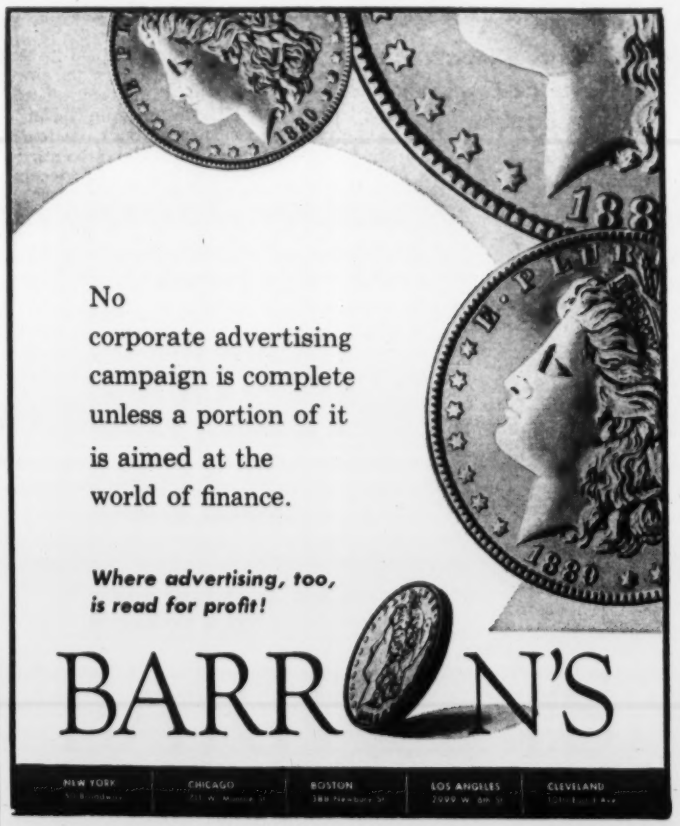
TACOMA NEWS TRIBUNE

TACOMA, WASHINGTON

Circulation more than 83,000

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco



No
corporate advertising
campaign is complete
unless a portion of it
is aimed at the
world of finance.

Where advertising, too, is read for profit!

BARRON'S

NEW YORK · CHICAGO · BOSTON · LOS ANGELES · CLEVELAND

NOW THEY'RE APPLAUDING "CAMEO THEATRE"!

We call it CAMEO THEATRE. It's the same "Matinee Theatre" series that had a three year network run. In syndication, these full-hour dramas are winning the applause of advertisers and viewers alike.

In Detroit, for example, WWJ-TV hung up the SRO sign for participations within eight selling days—before the show even hit the air! Procter & Gamble, which had been among "Matinee Theatre" network sponsors, wanted in *again*. P & G joined the American Tobacco Company, Bristol-Myers Company, Brown & Williamson Tobacco Corporation, Miles Laboratories, Inc., Standard Brands, Inc., and the Wildroot Company, Inc.

Here's an Emmy Award winner show that's solid "box office." As CAMEO THEATRE, it is now being cheered in many major markets coast to coast, among them: Boston, Chicago, Detroit, Los Angeles, Miami, New Orleans, New York, Philadelphia and San Francisco. Enjoy your full share of the applause in your market.

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC. • Canadian Representative: Fremantle of Canada, Ltd.

This Week in Washington . . .

Move to Ease Tax Rule on 'Lobbying' Ads May Imperil All Non-Product Ads

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 12—At least three bills have been introduced to upset recent Supreme Court decisions which prevent liquor dealers from taking a tax deduction for ads which were used to defeat a dry law referendum.

Obviously there is widespread recognition of the fact that these decisions represent an injustice which ought to be corrected. But before the legislative drive goes any further, it might be wise for advertising groups to do some discreet reconnoitering.

Strange as it may seem, there are people in Congress who think existing tax rules allow too much advertising. At a time when the government is grubbing for additional sources of tax revenue, a bill changing the tax status of advertising might be amended beyond recognition.

Last week, for example, Sen. Joseph Clark (D., Pa.) told his colleagues billions could be raised by closing tax loopholes. At least $7 billion might be obtained by cracking down on convention trips for wives, company cars, yachts, conventions abroad, night club and theater parties, and gifts, he said. "Consideration should be given to limiting deductions for advertising expense not related to the sale of products."

■ In the light of the Supreme Court verdict in the liquor cases, there is an understandable inclination to say: "How could it be worse than it is?" Actually, of course, it could be worse. Treasury rules deal only with ads for lobbying, promotion of legislation, and "exploitation of propaganda." On numerous occasions, treasury officials have reiterated that other non-product ads are not in danger.

Admittedly it would be reassuring if Congress could be induced to pass new legislation protecting those who feel that "public issue" ads are important to the survival of their businesses.

On the other hand, that isn't the kind of legislation that is likely to pass unchallenged by Sen. Clark and by the group of Senate liberals who applauded his remarks. At this writing, no one—including the advertising groups—knows how many votes Sen. Clark's group could muster.

Suggests P.O. Fix Own Rates

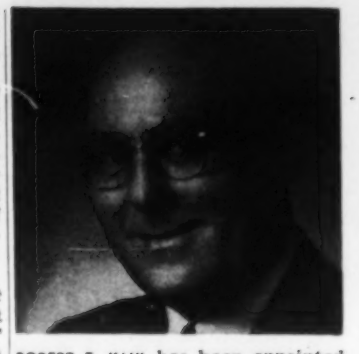
Other Senate liberals have also been offering revenue-producing ideas. One of them, Sen. Richard Neuberger (D., Ore.), included on his list a plan to let the Post Office Department fix its own rates.

Sen. Neuberger, a member of the Senate post office and civil service committee, figures Postmaster General Arthur Summerfield could be counted on to move fast on another rate adjustment to bring at least $350,000,000 of additional revenue to his department.

Senator Likes Flying 1st Class

The day of a 5¢ rate for "all first class mail by air" was just a bit closer this week, as a result of a new arrangement in the Senate post office and civil service committee, which put Sen. A.S. (Mike) Monroney (D., Okla.) in the chairmanship of the post office committee.

He is not only a friend of "all mail by air," but he is also a sponsor of legislation to put a 50-lb. limit on parcel post, regardless of destination. He regards this as a reasonable "compromise" substitute for a 1951 law which involved a variety of weight limits, from 20 lbs. for urban destinations in the third to eighth zones, to 70 lbs. for second, third and fourth class post offices or rural routes.



ROBERT E. KAHL *has been appointed vp in charge of marketing for Borden Foods Co., New York. Formerly at Young & Rubicam, Mr. Kahl joined Borden in 1952 as merchandising manager and has been assistant vp in charge of marketing.*

Plethora of U.S. Statistics?

Rep. John Lesinski (D., Mich.) is at the controls of the House post office and civil service subcommittee set up this week to carry out a study of the statistical activities of the federal government.

Among other things, he and his colleagues want to know how many different agencies are asking for the same or similar information. At hearings, which will be held at some future date, the subcommittee will also ask whether the electronic data processing machines promote questionable statistical projects because of their ability to produce reports so quickly.

Subcommittee members say they receive complaints from business men who contend the requests for reports from government agencies are oppressive and expensive. In its study, the subcommittee will not limit itself to activities of the government itself, but will also cover statistical projects of private companies and organizations operating under government contracts.

P.O. Puts Elvis on Bach Level

Rep. Torbert MacDonald (D., Mass.) is disappointed because postal officials have refused to get involved in what would undoubtedly be one of the most thankless tasks ever conceived.

On the House floor, the other day, he complained that the Post Office is handling rock-and-roll records like "Dinner with Dracula" and "Picking on the Wrong Chicken" at the same "below cost" rate which it gives to books by such authors as Emerson, Milton and Thoreau.

As amended by the Senate last year, postal laws specify that records are to get the book rate. He thinks Congress meant only records by such masters as Bach, Brahms and Beethoven.

Postal officials found no standard to show who is a "master." So they refused to stop short of anyone, including Elvis, Conrad Twitty and Jerry Lee Lewis. #

Seidenbaum Adds Two

William G. Seidenbaum & Co., New York, has been appointed to handle advertising for Arco Publishing Co., New York, and Kings Electronics Co., Tuckahoe, N. Y., maker of coaxial connectors, components and cable assemblies.

'Woman's Day' Moves Chicago Offices

Woman's Day has moved its Chicago offices from 221 N. LaSalle St. to 612 N. Michigan Ave.

DOMINATE

with WTVT

1st in total share of audience . . . now at an all-time high in

TAMPA - ST. PETERSBURG!

Latest ARB proves definitely that in the MARKET ON THE MOVE . . . THE STATION ON THE MOVE is WTVT! Penetrate this dynamic, growing market . . . now 30th in the nation in retail sales . . . with the top-rated station, WTVT!

Check the Top 50 Shows! *Latest ARB*

	TOP 5	TOP 10	TOP 15	TOP 25	TOP 50
WTVT	4	8	11	15	34
Station B	1	2	4	9	13
Station C	0	0	0	1	3

Check these 15 top-rated shows!
(ARB based on 4-week average)

SHOW	STAS.	RATING	RANK
Wagon Train	B	42.1	1
I've Got a Secret	WTVT	39.9	2
Gunsmoke	WTVT	39.4	3
I Love Lucy	WTVT	38.0	4
Highway Patrol*	WTVT	37.1	5
Perry Mason	WTVT	36.7	6
State Trooper*	WTVT	36.5	7
Millionaire	WTVT	34.3	8
Wells Fargo	B	33.8	9
Red Skelton	WTVT	33.7	10
Sheriff of Cochise*	WTVT	33.5	11
Decoy*	WTVT	32.3	12
Peter Gunn	B	31.9	13
Price is Right	B	31.8	14
Zane Grey Theatre	WTVT	31.3	15

**NOTE—4 WTVT syndicated shows in top 15*

station on the move...

WTVT

TAMPA - ST. PETERSBURG

CBS Channel 13

The WKY Television System, Inc.

WKY-TV Oklahoma City · WKY-RADIO Oklahoma City · WSFA-TV Montgomery

Represented by the Katz Agency

To Move Goods Fastest

BUY THE BIG ONE—This Week MAGAZINE

Read why top food chain executives from coast-to-coast say: "The ads you run in THIS WEEK move the goods—get the sales—make for faster turnover."

CLAUDE W. EDWARDS

PRESIDENT, Alpha Beta Food Markets, Inc., La Habra, Calif. 51 stores. $74,404,000 annual volume.

"I have concluded that it is no coincidence at all that advertising in THIS WEEK is immediately followed by sales in the corner supermarket. It is no coincidence but a fact: THIS WEEK is undoubtedly one of the strongest selling agents for the grocery manufacturer in America today."

L. B. SMITH, JR.

PRESIDENT, Thorofare Markets, Inc., Murrysville, Pa. 54 stores. $109,079,519 annual volume.

"It has been our experience that a good product advertised regularly in THIS WEEK Magazine is thoroughly 'presold' to the consuming public. That is why THIS WEEK advertised products get good shelf position in our stores."

H. V. McNAMARA

PRESIDENT, National Tea Co., Chicago, Illinois. 932 stores. $795,000,000 annual volume.

"We have found that products advertised in THIS WEEK have excellent consumer acceptance and our customers look first for THIS WEEK advertised products on our shelves. We know the impact of advertising in your publication. It is reflected in the movement of merchandise throughout our stores."

ALF L. BERGERUD

PRESIDENT, Red Owl Stores, Inc. Minneapolis, Minn. 153 stores. $157,000,000 annual volume.

"We are always gratified to see advertisers consistently using the pages of THIS WEEK to familiarize the same families we are trying to reach through our local promotions with their products. This two-way advertising is the most effective way we know of to build and maintain high store traffic and volume."

JOSEPH SEITZ

PRESIDENT, Colonial Stores, Inc., Atlanta, Georgia. 473 stores. $437,144,409 annual volume.

"We know the power of THIS WEEK and the heavy coverage it provides among our regular customers, for it speeds the regularly advertised products off the shelves. Our store managers are well aware of the sales impact of THIS WEEK promotions. That is why we tie in so frequently with food advertising campaigns appearing in THIS WEEK."

J. R. NIVEN

PRESIDENT and Chief Executive Officer, Purity Stores, Ltd., Burlingame, Calif. 101 stores. $100,400,000 annual volume.

"It is no secret with us that the movement of merchandise advertised in THIS WEEK is noticeably accelerated at the time of publication. Naturally, therefore, we are always delighted to see the suppliers, whose products we market, include THIS WEEK on their advertising schedule. It makes it easier for us to sell goods in volume—profitably."

...the biggest thing in print

...moves <u>your</u> goods the fastest!

circulation 12,640,045

Stable Advertiser Gets Better Ad Note: McGraw-Hill

NEW YORK, March 12—Continuous advertisers secure higher readership per advertisement, and substantially increase company recognition, McGraw-Hill Publishing Co. points out in a new booklet just released on "The Value of Continuity in Business Publication Advertising."

The 16-page booklet, based on surveys by the company's research department's laboratory of advertising performance, stresses that advertising continuity increases readership, that recognition tends to parallel continuous advertising, and that sales closely parallel recognition.

■ One study cited shows that advertisers in every issue of two business publications averaged 21% higher readership than advertisers in two to five issues. The cost per reader impression, the study showed, was 24% less for the 12-month advertiser, since he got more readers and had a lower page rate.

In another study cited, 15 advertisers increased readership in two magazines from 23% to 28% when they went to monthly schedules. This analysis was based on Starch readership scores.

■ A study of advertisers in five different product categories is reported to have indicated that advertisers with full schedules averaged higher noted ratings per advertisement. This study of 479 one-page advertisements was based on Starch readership scores obtained in personal interviews.

Several studies are cited which show that there is no seasonal slump that affects continuous advertising programs in business publications. Practically all readers of four magazines studied, it is reported, read the copy received near or during vacation as well as any other copy received in the year.

■ "The advertiser who increases his advertising substantially increases recognition. The company that stops advertising loses recognition. These are the results of a four-year study of the advertising schedules of eight manufacturers of an electrical product," the booklet reports.

Studies cited indicate that recognition is closely aligned to sales. In a study of 4,794 buyers of one product, the first-choice company of the buyers correlated closely with the share of the market obtained by each company selling the product.

Copies of surveys mentioned in the booklet may be obtained from the McGraw-Hill promotion department by advertisers and advertising agencies. #

'Newsweek' Denies It's for Sale

Newsweek, New York, spurred by "rumors circulating throughout the advertising and publishing fraternities," issued a statement March 12 denying that the weekly had been sold to anyone.

The statement came from *Newsweek* through Allan W. Betts and Luke B. Lockwood, temporary administrators of the estate of Vincent Astor. They said Capt. Astor's stock in *Newsweek* was "slightly more than 50% of the total shares authorized and outstanding." These shares, they added, will pass to the Vincent Astor foundation in accordance with his will. "This stock," they said, "is not for sale."

'Post,' 'Newsweek,' 'Look' Team Up to Promote Magazines

NEW YORK, March 13—An ad campaign which will aim some buckshot at television while promoting the importance of magazines in moving goods across the nation's counters will be started next week by *Look*, *Newsweek* and *The Saturday Evening Post*.

The drive, being handled by Compton Advertising (which last year placed perhaps $45,000,000 in tv advertising), will be addressed to "people who watch tv but like doing things more." The ads will urge the public to pick tv programs wisely and devote extra hours to reading.

"How many times have you heard tv viewers say, 'Why did we sit through all that'?" the magazine ad copy will ask. "The odd thing is, they're not criticizing television so much as themselves. Their expression of discontent is mostly regret that they hadn't done something with their time."

"Doing," according to the campaign, means reading "great magazines."

■ Compton, which said it has been named by the three publications to handle the promotion, and that this "in no way affects client-agency relationships which these publications have with other agencies," announced that the theme of the campaign grew out of copy research.

"Over two-thirds of the people queried agreed that 'too much tv viewing prevents a person from doing something'," the agency said. "Over three-fourths felt people should 'keep a balance between tv viewing and other forms of home activity'."

The ads will run only in *Look*, *Newsweek* and the *Post*, and they will all have a "family look."

The campaign starts in the March 23 *Newsweek*, the April 14 *Look* and the April 4 *Post*. #

Thiokol Moves With Maloney to Brown & Butcher

NEW YORK, March 11—Thomas J. Maloney, much-traveled adman, has moved from Dancer-Fitzgerald-Sample to Brown & Butcher, taking the Thiokol Chemical account with him. At D-F-S, Thiokol billed less than $200,000, plus a public relations fee of about $60,000.

Mr. Maloney, a Dancer vp, becomes a vp, a member of the executive committee and a director of Brown & Butcher, which was formed in January, 1958, out of the Carl S. Brown Co. The Thiokol appointment is effective April 1. Moving with Mr. Maloney were Tom Johnston, account supervisor, and Roy Weber, creative director.

Mr. Maloney, who became exec vp of Cecil & Presbrey in 1949, was named president of that now-deceased shop in 1935. A year later Cecil & Presbrey was involved in one of the quickest agency dissolutions on record, with most of the executive personnel and major accounts heading toward new homes.

■ Mr. Maloney, publisher of *U. S. Camera*, left to join the New York office of Grant Advertising as exec vp. The onetime partner in Newell-Emmett left Grant in 1956 to work on an enterprise "somewhat afield" from the agency business. Then, in August, 1957, he moved to Kelly, Nason Inc., with Thiokol. Later, he switched to D-F-S. #

Scofield Hall

CHANGE OF GUARD—*Russell E. Scofield, for 23 years ad director of the Herald-Leader, Lexington, Ky., is leaving April 15 to become ad director of the Miami News (AA, March 9). Succeeding him is Robert R. Hall, who has been the Herald-Leader's retail ad manager.*

Tobacco Makers 'Urged' Altering of 'Digest' Cards, Subway Ad Exec Says

NEW YORK, March 12—Who put pressure on whom in connection with the transit advertising by *Reader's Digest*? The ads are on its controversial article in its current issue on "The Growing Horror of Lung Cancer" (AA, Feb. 23).

The rumors are:

The transit authority is using its "Subway Reader" posters in New York subway trains to run a statement by the American Medical Assn. that it has taken no definite action on the alleged connection between cancer and smoking. The subway people didn't want to run this, according to reports, but they were forced to do so because of pressure by cigaret advertisers.

Moreover, it is alleged that Transportation Displays Inc., which handles all rail commuter advertising in the New York area, has been forced to cover up its *Digest* ads because of pressure by tobacco companies.

■ Here are the facts:

The "Subway Reader" car cards in the subways are so-called editorial features which the New York Subways Advertising Co. has been using since 1953. The transit authority has nothing to do with them. The authority's specific institutional medium for publicity in the subways is the "Subway Sun." The transit authority, a quasi-judicial organization which operates the New York transit system, has nothing to do with the *Reader's Digest* advertising controversy.

■ An executive of the New York Subways Advertising Co. said that it is on the mailing list of "a score or more of associations which submit material of general interest regularly for possible use in the 'Subway Reader.' The American Medical Assn. is one of many that send us material," he said. "Because of the cigaret-cancer controversy, we thought the statement by AMA, that it had taken no definite action in the matter, was a subject of general interest.

"It had nothing whatever to do with the *Reader's Digest* article or the publication's advertising," he said. "We had no request from anybody to run it, nor have we had any protests from tobacco companies about *Reader's Digest* car cards advertising its article on 'The Growing Horror of Lung Cancer'."

■ The fact the *Digest's* article, which omitted the AMA's statement, because it was not received in time (AA, Feb. 23), has created so much controversy, had nothing to do with the use of the AMA statement in the "Subway Reader," the New York Subways Advertising Co. executive emphasized.

A somewhat different light was thrown on the situation by F. LeMoyne Page, president of Transportation Displays Inc.

Mr. Page frankly admitted that his company has taken down all the *Reader's Digest* copy advertising "The Growing Horror of Lung Cancer," and replaced it with other terminal three-sheet posters and car cards featuring other *Digest* articles, namely, "How to Act on Your Honeymoon" and "Being A Real Person."

■ "This was done," Mr. Page said, "because of serious complaints from cigaret advertisers. Several tobacco companies directed our attention to the *Digest* copy as being hurtful to their interests, and we concurred."

Asked to name the companies, he said, "the makers of Herbert Tareyton and Lucky Strike, among others."

TDI, Mr. Page said, has been handling the *Digest's* advertising for several years. It features on separate cards or posters three articles appearing in the publication monthly. The ads run from the 24th of the month before date of publication to the 24th of the month of publication.

"We notified the *Digest* people of the complaints we had received and said we were substituting more of the other features," Mr. Page said. "They agreed to the change." #

Pope Creates Unit to Act on Movie-TV-Radio Morals

Pope John XXIII has created a new permanent section of the Holy See to work for an increase of Catholic activity in the moral judging and classifying in the fields of motion pictures, television and radio. The section will be directed by Bishop Martin O'Connor, Scranton, Pa., who has been in charge of a similar commission with a narrower field of operation set up in 1948 on a trial basis by the late Pope Pius XII.

Catholic churchmen repeatedly have criticized the moral tone of French and Italian films compared with the majority of American motion pictures.

ABC Tells Admen Its Story of Low Cost, Popularity

NEW YORK, March 11—ABC television yesterday combined Cellomatic and sorcery to dramatize the gains the network has made in coverage, cost efficiency and program popularity during the current season.

More than 1,000 advertising and agency executives saw the large screen presentation which will be repeated next week during the National Assn. of Broadcasters convention in Chicago. The title of the show: "Go Right to the Top."

The network used Nielsen national and multi-network area data to put forward its best statistical foot. Among the proud claims made for their network by narrators Don Coyle, ABC vp, and Bert Briller, director of sales development:

- Network tv's best nighttime cost efficiency.
- The leading network in average audience on four nights of the week.
- Five of Mr. Nielsen's latest top ten.
- The network with under-40 appeal, with a great proportion of its audience made up of younger families.
- Vast improvement in live clearances, so that ABC is now fully competitive.

■ Magician Milbourne Christopher led off each section of the presentation with especially staged illusions designed to point up the headline features of the story ABC wanted to punch across to the full house of present and potential sponsors.

As usual ABC bore down heavily on the cost aspects of its story. The presentation said that a matched half-hour lineup covering 94% of all tv homes would cost about $11,500 less per telecast on ABC than on the other two chains because of ABC's lower gross time charges and higher discounts. #

Babbitt Buys Savoy; Account Is Switched to Brown & Butcher

NEW YORK, March 13—B. T. Babbitt Inc. has purchased Savoy car shampoo from Seeman Bros. Advertising has been transferred from Norman, Craig & Kummel to Brown & Butcher, the Babbitt agency.

Savoy, launched last year, is a liquid which reportedly waxes as it washes. It is the third Babbitt acquisition in the past nine months. Last January the company acquired the Charles Antell hair products line and Vita Yums, a vitamin candy. A year ago May it contracted to be sales distributor for Tiffany & Co. silver polish.

■ In addition, there have been several new product introductions in the Babbitt line itself, including Cream copper cleaner, stainless steel cleaner, Lenz spray eyeglass cleaner, scouring pads and insect killers.

For Norman, Craig & Kummel, losing a Seeman account by sale of the product is an old story. The last time it happened was April, 1958, when Seeman sold Air-Wick to Lever Bros. And the account went to Foote, Cone & Belding. Shortly thereafter, the agency announced the introduction of Savoy, commenting that this would recoup the $500,000 Air-Wick loss.

BIG on newsstands

Week after week after week . . . in food stores . . . in drug stores . . . on college newsstands . . . on *all* newsstands — the Post sells more than twice as many copies as the other big general weekly. The February 14 issue, which soared over the 6,000,000 circulation mark, rang up a newsstand sale of 1,600,000† copies! And now hear this—our circulation rate base goes up to 6,000,000 on October 10, *at no increase in cost per thousand!* Move over, hot cakes. Make room for that sizzling seller, The Saturday Evening Post!

†Publisher's estimate

29 million times each issue, someone turns to *your* ad page in the Post. That's Ad Page Exposure!

A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
–they tell the others!

FOR ALL 17 RATING PERIODS MEASURING TOTAL CAMPAIGN ADVERTISERS;* NBC RADIO HAS LARGEST IN ALL NETWORK

IN JANUARY 1959, THE NBC RADIO NETWORK DELIVERED
10 OF THE 15 LARGEST CAMPAIGN AUDIENCES:

ADVERTISER	AGENCY	WEEKLY UNDUPLICATED HOMES
TIME, INC.	JOE GANS & COMPANY	7,842,000
BROWN & WILLIAMSON TOBACCO CORP.	TED BATES & COMPANY, INC.	7,299,000
LEWIS HOWE COMPANY	McCANN-ERICKSON, INC.	7,153,000
THE READER'S DIGEST ASSN., INC.	J. WALTER THOMPSON COMPANY	7,153,000
WARNER LAMBERT PHARMACEUTICAL CO. INC.	TED BATES & COMPANY, INC.	7,153,000
GROVE LABORATORIES, INC.	GARDNER ADVERTISING COMPANY	6,451,000
VICK CHEMICAL COMPANY	MORSE INTERNATIONAL, INC.	6,425,000
MOGEN DAVID WINE CORP.	EDWARD H. WEISS & CO.	6,306,000
WILLIAM WRIGLEY, JR., CO.	ARTHUR MEYERHOFF & CO.	5,564,000
LEVER BROTHERS COMPANY	FOOTE, CONE & BELDING J. WALTER THOMPSON COMPANY SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.	5,087,000

*NRI, SEPTEMBER 1957-JANUARY 1959

SINCE NIELSEN BEGAN

AUDIENCES DELIVERED TO

AVERAGED 11 OF THE 15

RADIO!

NBC RADIO NETWORK

The Editorial Viewpoint . . .

Triple Spot Is Triple Threat

The report of Broadcast Advertisers Reports covering a single week's operations in 25 markets makes it official: Triple spotting and other devices for crowding in more commercial minutes than there really is time for in an honest hour are prevalent.

The BAR study, of nighttime tv only, turned up 5,036 irregularities, with the majority showing up in two categories—triple station breaks, 1,287, and number of times network advertisers were affected by overtime station breaks, 1,689.

Advertisers are up in arms against these practices, and so are viewers. Triple spotting must be eliminated if television is not to suffer very considerable harm and very considerable loss of sponsor and viewer acceptability.

Placing three spots one after another is bad enough, but the damage does not end there, as the BAR report makes clear. In most program sequences there simply isn't enough time to insert the three spots; and as a result, triple spotting means that other objectionable practices automatically enter into the picture.

One of these is to steal a few precious seconds from network or other time that has already been sold once, and in effect sell it a second time to another advertiser. Another is to run the spots in such close-hauled sequence that a marvel of timing is achieved by the station personnel, but the viewer can't tell where one spot ends and the next begins.

Selling 40 seconds of commercials in a 30-second break is a neat trick, but it's still a trick—and one which neither sponsors nor viewers are likely to stand for very long.

Advertising's Responsibility Grows

Not so many years ago, students of marketing made a serious distinction between the advertising of so-called impulse merchandise and of so-called shopping goods.

In the case of the former (low cost, frequent purchase items like chewing gum or cigarets or soft drinks) it was believed that effective advertising could almost hypnotize the consumer, to the point where he or she would walk up to a counter or an open display and almost automatically pick out the brand which had been pre-sold by the most effective advertising.

In the case of so-called shopping goods, however, the designation was a clue to what was supposed to happen at the retail counter. Shopping goods are relatively expensive items, bought relatively infrequently, and here the assumption was that the most advertising could do would be to favorably predispose the shopper toward a brand. The actual decision would be made in the course of serious, careful shopping.

But there are increasing indications that even in the most serious and expensive categories of shopping goods, the potential buyer has made up his mind about the brand *before* he enters a retail store. Research by Ford which we commented on here some months ago showed that this was true to a startling extent even in automobile shopping, and now some *Chicago Tribune* research shows the same thing is true of appliances (AA, March 9).

This means that advertising is carrying all of the selling load—all the way down, at least, to discussions of price and trade-in and dealer service—and that advertising has a greater responsibility than ever before. If it is to pre-sell, rather than merely predispose, it must be more efficient and more effective than ever before.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jariath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—A. Lovell Elliott, Columbus, O.

"Sure his salary is in six figures; but he doesn't mention the decimal point."

That's More Like It

In his recent appearance at the Associated Business Publications' meeting in New York, the new Secretary of Commerce, Lewis L. Strauss, went on the record:

"... An addition was suggested to be made to the objectives and responsibilities of the Department's office of distribution. The recommendation read as follows: 'The Department of Commerce should assume responsibility for disseminating an adequate understanding of the vital importance to our economy of the distribution process in all its dynamic activities; and to take appropriate action seeking to defend it against misrepresentation or attack, from whatever source they may arise' ... Those recommendations will be carried out."

This is good news, and we hope the Secretary means every word of it. In recent years one could hardly help feeling that the Department of Commerce had done little to merit the respect and confidence of business. If this era of lackluster lethargy is at an end, and if the new Secretary is, in fact as well as oratory, a friend of the advertising business, he is most welcome. And he comes at an opportune time, for there are plenty of signs that advertising will need all its friends in Washington in the months to come.

\# \# \#

What They're Saying . . .

Study or Garage

In the search for what is wrong with American education it may be that its critics have overlooked the biggest factor of all—the automobile. At least that is the suggestion of William Condit, vice-principal of Belmont High in Los Angeles, who has looked into the subject pretty thoroughly. In the usual survey he found the following:

That not a single straight-A student owned a car.

That only 15% of the B students did.

That 41% of the C students drove their own.

That 71% of the D students were fully motorized, and

That among the students who were failing, a spectacular 83% speed about in high style and abysmal ignorance.

This isn't to say, we take it, that there is anything in the automobile itself to inhibit study, but the correlation, as the statisticians would put it, is pretty conclusive: Between the demands of the "hot rod" and the discipline of plane geometry, English Litt. and modern history there isn't much middle ground. A man simply cannot keep up with both.

—Editorial in the Daily Mail, Charleston, W. Va.

In Macy's Window

Commercial advertising has been accused of sometimes being childish, tasteless or wildly exaggerated. This is correct. It is sometimes all of these things. But this is because advertising is written and managed by human beings and human beings are knavish as well as decent, and stupid as well as brilliant. There is the same proportion of shoddy advertising men as shoddy doctors, lawyers and plumbers. But there is this difference: Advertising people alone commit their sins before a national audience—and this frightening fact nevertheless makes advertising, as James Webb Young put it, a self-purifying stream.

—T. S. Repplier, president, Advertising Council, before a management meeting of Corn Products Refining Co.

Rough Proofs

If it has actually passed RCA in tv receiver sales, as it believes it has, Zenith is now living up fully to the inspiring implications of its name.

•

No wonder agency men love Arthur Godfrey, broadcasting's star salesman, who laughingly refers to some of those he has worked with as "jerks and knuckleheads."

•

Little by little the Soviets are adopting the hated devices of capitalism, with Aeroflot now advertising vigorously for international air transport business.

•

The unions now have most of the money, so there's no reason why they shouldn't advertise their industries, as International Ladies Garment Workers Union is preparing to do with an appropriation of $2,000,000.

•

The new N. W. Ayer Directory refers to "weekly, semi-weekly and tri-weekly" newspapers, refusing to fall into the trap set by publications which call themselves "bi-weeklies."

•

Architectural Forum seems to have started a new trend in media comparisons, with a checklist which enables its competitors to finish first in several categories.

•

"Ad business is booming in Thailand," headlines the world's greatest advertising journal.

That should be cheering news for Yul Brynner.

•

"You get no medals for staying glued to your desk," remarks the Point-of-Purchase Advertising Institute.

And not too many new ideas, either.

•

Brainstorming gets another kick in the pants from Draper Daniels, who thinks group thinking is waste and nonsense.

But it's so much fun for the participants that it's become the second most popular indoor sport.

•

An agency planning staff expansion warns newcomers, "Our people work terribly hard. Saturday and evening sessions are a commonplace."

That should weed out all but the stout fellows.

•

"Your ad must be believed before a prospect will act," say State & Local Farm Papers.

Here's a time-worn truism some of the bright boys occasionally forget.

•

"Sun hardly ever sets on J. Walter Thompson," says the headline.

Unfortunately the classic phrase is no longer strictly applicable to the British Empire.

•

With spring training under way, baseball is serving notice on basketball, hockey and assorted sports that their time in the spotlight is rapidly drawing to a close.

COPY CUB.

During the year 1958

The Washington Post and Times Herald

was first among all three

Washington newspapers

in more than two-thirds

of the advertising classifications

reported in Media Records

For more than 20 years Washington's R.O.P. color newspaper.

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck. The Comic Weekly

More readers.....

THE TRIBUNE GETS 'EM

....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

Leber & Katz Names Two

Leber & Katz, New York, has named Peggy Allardice, formerly with Doner & Peck, and Samuel R. Eisnitz, formerly with Montgomery Ward & Co., to its account management group. Leber & Katz also has been named to handle the first advertising campaign for Taylor Construction Co., New York. *Fortune*, business publications and direct mail will be used.

Ho-Hum Crasher!

Does your advertising invoke yawns? Let Bott awaken it to evoke action and results! Chicago Phone HA-7-9187.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Holt & Co. Names Two

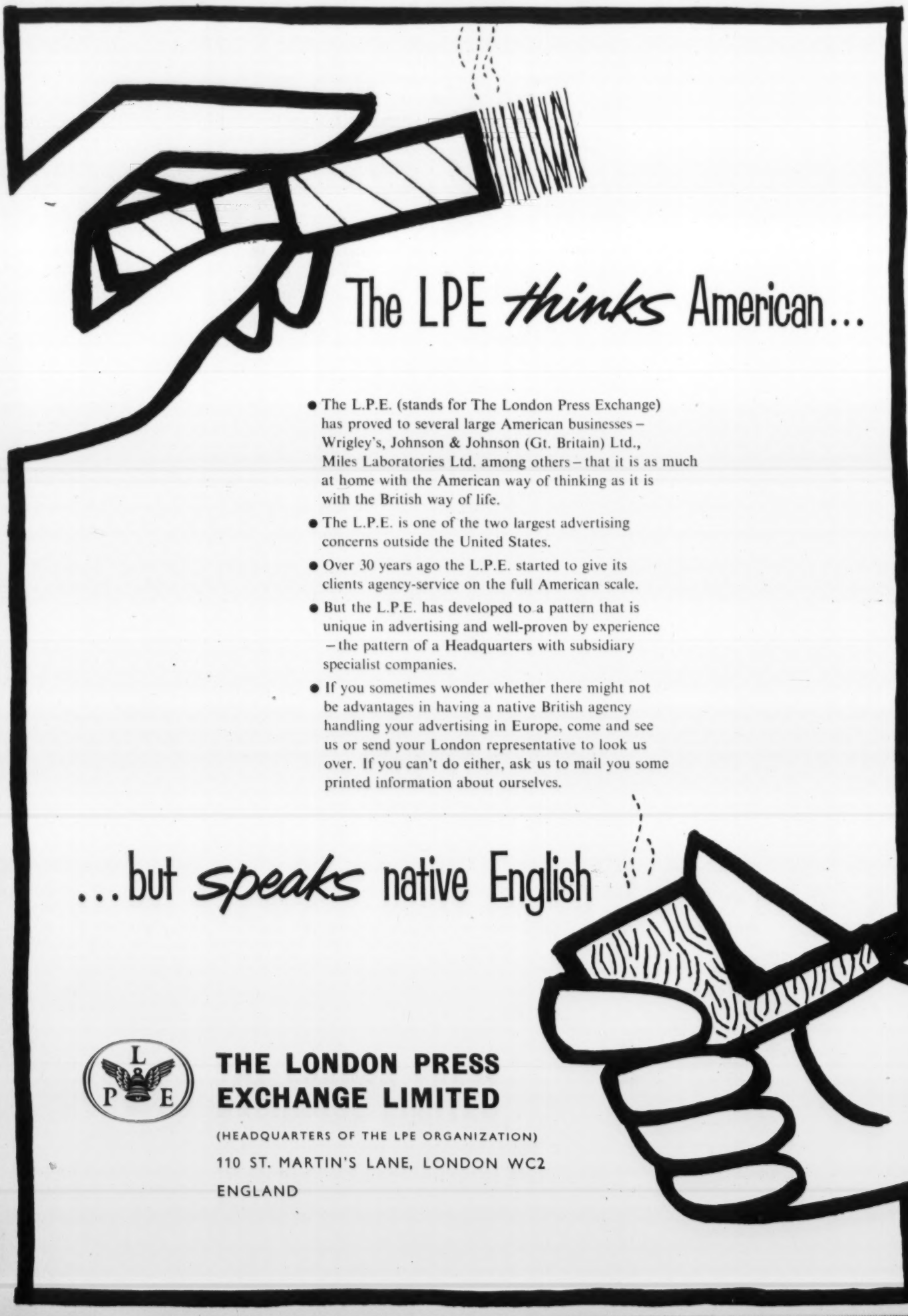
Irving Herschbein, formerly with *American Legion Magazine*, and Julien Dedman, formerly with C. J. LaRoche & Co., have joined the magazine division of Henry Holt & Co., New York. Mr. Herschbein was named assistant to the publisher, a new post. Mr. Dedman has been named sales promotion manager, succeeding Peyton C. Auxford, who has resigned.

Higgins Ink to Sackheim

Higgins Ink Co., New York, has appointed Maxwell Sackheim & Co., New York, to handle advertising. The account was previously handled by Norman D. Waters & Associates. Roger Franklin, formerly head of his own sales promotion company, has joined the account service staff of the Sackheim agency.

Willys Brazil Makes Dauphines

Willys Motors Inc., Toledo, and its Brazilian affiliate Willys-Overland do Brasil have signed an agreement with Régie Nationale des Usines Renault, Paris, France, to produce the Dauphine passenger car in Brazil.


The LPE thinks American...
• The L.P.E. (stands for The London Press Exchange) has proved to several large American businesses – Wrigley's, Johnson & Johnson (Gt. Britain) Ltd., Miles Laboratories Ltd. among others – that it is as much at home with the American way of thinking as it is with the British way of life.
• The L.P.E. is one of the two largest advertising concerns outside the United States.
• Over 30 years ago the L.P.E. started to give its clients agency-service on the full American scale.
• But the L.P.E. has developed to a pattern that is unique in advertising and well-proven by experience – the pattern of a Headquarters with subsidiary specialist companies.
• If you sometimes wonder whether there might not be advantages in having a native British agency handling your advertising in Europe, come and see us or send your London representative to look us over. If you can't do either, ask us to mail you some printed information about ourselves.
...but speaks native English
L P E
THE LONDON PRESS EXCHANGE LIMITED
(HEADQUARTERS OF THE LPE ORGANIZATION)
110 ST. MARTIN'S LANE, LONDON WC2
ENGLAND

R.O.P. Color Ads Keyed Pepsi Image Building, Says Steele

SAN FRANCISCO, March 10—Pepsi-Cola, which plans to spend more than $1,000,000 in the medium this year, credits newspaper r.o.p. color advertising with boosting its sales and developing a "quality product image."

Alfred N. Steele, chairman of the company, told an r.o.p. color conference here last week that Pepsi sales "have risen 160% since 1950, as opposed to an industry gain of 32%.

"When our new management group took over in 1950," he told the meeting, sponsored by the local chapter of the American Assn. of Newspaper Representatives, "we were faced with many serious problems. Our sales were dropping. Bottlers had seemingly lost confidence in their own futures and the future of the company. Their individual sales curves were plummeting, and they were no longer putting money into advertising on the local level.

"Faced with this dilemma, we embarked on a revitalized marketing program to re-instill the public's confidence in our product and to rebuild our bottlers' confidence in the parent company. The bellwether of our marketing program was the use of r.o.p. color in some 15 cities to develop the quality product image that we were seeking."

■ Mr. Steele said the r.o.p. color advertising, which was part of Pepsi's "push market" program, was "a major factor in turning our business around." He said bottlers regained confidence in the company and resumed their marketing and advertising activities.

Pepsi's newspaper expenditures, said Mr. Steele, have shown a rising curve since 1950. In 1958 the investment totaled more than $3,320,000. The 1950 figure was $1,471,728. According to Mr. Steele, these figures apply only to the parent company, and they "are generally exceeded by schedules placed by more than 550 bottlers."

Mr. Steele hailed r.o.p. color for "giving us prestige and dominance in newspapers."

He cautioned against revamping magazine artwork for use in the newspaper medium. "This special preparation is more expensive," he said, "but the results are well worth the extra cost. Reworked magazine art just doesn't make for good newspaper reproduction."

■ This year, he told the conference, Pepsi has prepared special line art and 12 full-color page units for newspapers, to be placed by the parent company and its bottlers.

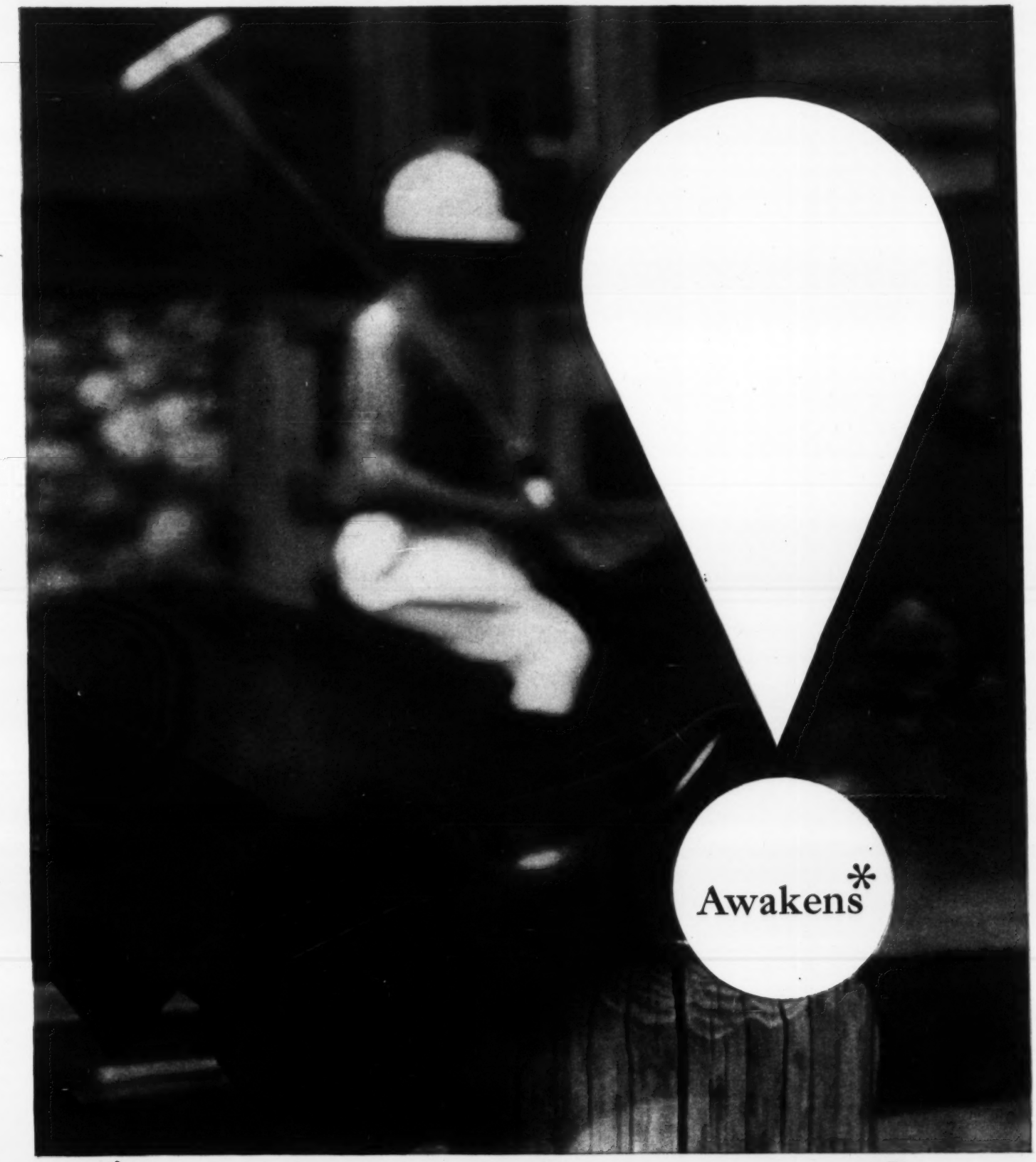
In Mr. Steele's view, r.o.p. color and other newspaper advertising must be sold as one component in an over-all media mix that includes magazines, radio and tv, supplements, outdoor advertising and point of sale. #

Three Join MacDonald-Cook

William Eggbeer, Richard Dorman and Richard Hall have been appointed to new positions at MacDonald-Cook Co., South Bend and Chicago agency. Mr. Eggbeer, formerly editor and publisher of the *Argos Reflector*, Argos, Ind., weekly, was named assistant public relations director. Mr. Dorman, the agency's new product manager, formerly was with Ranger-Cook Typesetting, South Bend. Mr. Hall, who joined the art staff, previously was with O'Grady-Payne, Chicago.

Lawrence Peskin Moves

Lawrence Peskin Inc., New York, has moved to larger quarters at 2 W. 45th St.

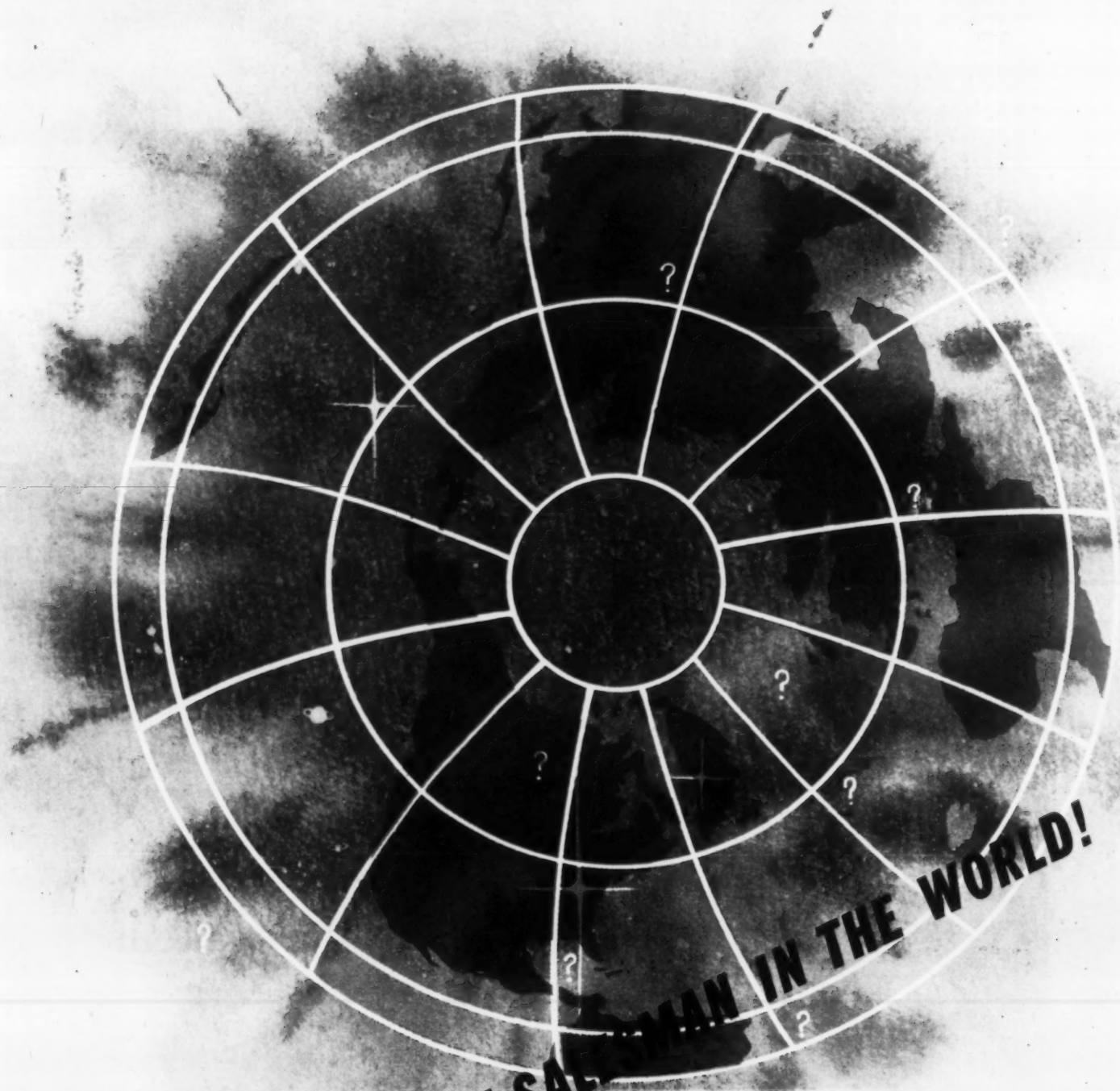


* "This new campaign in The New Yorker has been terrific . . .
Opened new accounts . . . awakened dead accounts, including large ones . . .
stimulated tie-ins in store displays . . . turned new style-ideas into a
volume shoe . . . received many admiring comments from customers and retailers."

Duke Rose — *V.P. Sales, Johnston & Murphy Division,*
General Shoe Corporation

THE NEW YORKER MAGAZINE

Special interest magazines



get ACTION!

POPULAR MECHANICS
MAGAZINE
POPULAR MECHANICS
Page 81— Brass Models Tell
THE SHAPE OF TOMORROW'S NAVY
What Owners Think of the '59
CHEVROLET-FORD-PLYMOUTH
OUTDOOR LIVING—A Lakeside Retreat
You Can Build . . . Shelters for Your Patio

What people read and what they buy are related by a common, universal force: Curiosity—the desire to know, experience, possess.

And one book edited for people curious about the mechanics of modern living—eager to learn what makes things tick—is POPULAR MECHANICS, newly-acquired member of Hearst's *action* group of Special Interest Magazines.

The range of POPULAR MECHANICS—in its editorial appeal and advertising content—is the whole electrifying range of human interest...from Hi-Fi to jet propulsion, home economics to sports and travel and self-education. Whatever makes life more enjoyable, work more rewarding.

Action through reader loyalty

The results of human curiosity and reader loyalty are evident in the *action* POPULAR MECHANICS sparks among consumers. "Twice as many inquiries per dollar spent," writes an advertiser of home power tools. "Topped all consumer magazines in action taken," says a well-known manufacturer of home building products.

Like all the Hearst Special Interest Magazines, POPULAR MECHANICS, along with its five international editions, delivers an audience of pre-sold prospects—eager to learn, to know, and to acquire. There is no waste here. And advertising is surrounded with a climate of acceptability that offers a tail wind for sales of products *at the local level.*

So if you want *action* in terms of sales, look to the medium that is geared for *action*, saleswise. For advertising dollars work hardest where interest is greatest...and readers of Hearst Special Interest Magazines are already sold...only need to be told!

Six Keys to Profits Through Action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!

© 1959 by The Hearst Corporation

Hearst Magazines get Action

the **only** publication that gives you **complete coverage of the doctor** as a consumer

The A.M.A. News reaches over 238,000 doctors with the news and information they want . . . and is the best medium for selling this class market on your product.

THE **AMA NEWS**

Published by the **American Medical Association** • 535 North Dearborn Street, Chicago 10, Illinois

U. S. Pharmacal Sets Drive

U. S. Pharmacal Co., Philadelphia, has extended its distribution into 56 new markets, and has launched a $600,000 13-week radio and tv spot campaign to promote BabySweet, a sanitizer, and Soothene, a styptic cream. Gresh & Kramer, Philadelphia, is the agency.

Ziff-Davis Names Two

Ziff-Davis Publishing Co. has appointed Bud Gordon Dean, formerly with *Western Family*, to the Los Angeles ad staff of *Modern Bride* and *HiFi Review*, and Alan H. Steinberg, formerly with Bennett-Chaiken, advertising research manager in New York, a new post.

Schwartz Joins Ajax Hardware

Berny Schwartz, formerly product merchandising manager of Max Factor & Co., has joined Ajax Hardware Sales Co., Los Angeles, as marketing manager, a new post.

DOWN AROUND BARDSTOWN Kentucky April 1, 1810
Mr. WATERFILL, this is the purest surface limestone spring in Kentucky.
Mr. FRAZIER, we could make beautiful bourbon together.
TRUE LIMESTONE BOURBON
WATERFILL and FRAZIER

FRIENDSHIP—*Waterfill & Frazier Distillery Co., Bardstown, Ky., will launch a new campaign later this month with a series of newspaper and magazine ads using woodcut-style early American characters in different "dateline" situations. This ad will run in the May American Legion Magazine. North Advertising, Chicago, is the agency.*

Waterfill & Frazier Boosts Bourbon in $250,000 Print Push

BARDSTOWN, KY., March 10—Waterfill & Frazier Distillery Co. begins a new campaign this month for its six-year-old straight bourbon, using early 19th century woodcut characters, symbolizing the business union of Jesse Waterfill and Holman Frazier in 1810.

A series of ads using these characters in different "dateline" situations will be carried in regional editions of *American Legion Magazine, Playboy* and *True*, as well as in a heavy schedule of newspapers in 13 states.

The drive starts in some of the newspapers March 12-13. Budget for the campaign will be between $200,000 and $250,000. Copy will stress the "pure water of the surface limestone springs."

North Advertising, Chicago, is the agency. #

Ochs Forms New Company

Bernard I. Ochs, formerly general manager of the southeastern office of Forjoe & Co., radio and tv station representative, has formed Bernard I. Ochs Co., a radio and tv station representative for the Southeast. Offices are at 1401 Peachtree St., N. E., Atlanta. Ochs Co. has signed WOOF, Dothan, and WTUG, Tuscaloosa, Ala.; WDVH, Gainesville, and WBOP, Pensacola, Fla.; WGGA, Gainesville, WLAG, LaGrange, and WRGA, Rome, Ga.; WSRC, Durham, and WAAA, Winston-Salem, N. C., and XELO, El Paso, Tex.

Peters, Griffin Adds WTTG, Names Kanter

Peters, Griffin, Woodward has been appointed national representative by WTTG, Washington. The tv station previously was represented by Weed Television. Peters, Griffin also has named Julian Kanter, formerly with WBBM-TV, Chicago, a tv account executive in its Chicago office.

Fabick Joins Lynch & Hart

James P. Fabick, formerly national sales promotion manager of Anheuser-Busch, has joined Lynch & Hart Advertising, St. Louis. He has been assigned to the account of Oertel Brewing Co., Louisville.

Legrand Joins Aldige

Edmond Legrand has been named an account executive at James Aldige Jr. & Associates, New Orleans. He formerly was a salesman in New Orleans.

WICHITA AMERICA'S NO. 1 TEST MARKET*

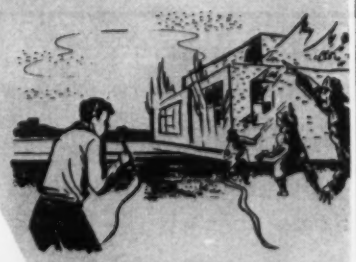
. . . . . DOMINATED BY **KTVH**

LIVE LOCAL BOWLING
EVERY WEEK

LIVE BASKETBALL

LIVE LOCAL GOLF
PROFESSIONAL AND AMATEUR

LIVE NEWS REMOTES
COMPLETE MOBILE NEWS UNITS AND 8 LOCAL NEWS MEN!



LIVE SPECIAL EVENTS

. . . ALL THIS PLUS EXCLUSIVE CBS

***TEST MARKET** Population 1,064,200. Families 314,600. Effective Buying Income $1,520,714,000.* Located in the heart of America. Isolated territory. Diversified income. Covered by all types of media. High among the prosperous areas in America.

*1958 Sales Management Survey of Buying Power.

TO SELL KANSAS BUY . . . **KTVH** KANSAS

• STUDIOS IN HUTCHINSON AND WICHITA • HOWARD O. PETERSON, GEN. MGR. •

THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

This is a night at the opera, Chicago's own Lyric Opera. It has color and drama, elegance and grace. It is one of the great things happening here.

The Lyric came to fame overnight. It began by setting for itself the highest standards. It won support here and acclaim the world over by meeting these standards. More than that, it carried on Chicago's vivacious tradition in the lively arts. The Lyric, young as it is, has a style of its own. It has originality, fire and dash.

The Chicago Sun-Times, more than most, appreciates the Lyric's approach and success. For the Sun-Times, in less than two decades, has become one of this country's leading metropolitan papers. Young in years, it already ranks with the oldest and the best.

More than that, the Sun-Times has grown to greatness within the special framework of Chicago's needs and traditions. Like the Lyric, it too has captured this city's desire to do things with a difference, to do them boldly and well, to support Chicago's reputation as a place where great things happen.

The Sun-Times today comes out of the largest, newest, and finest newspaper plant anywhere in the world, produced with the latest and the best in color presses and techniques. This newspaper sets for itself the highest standards and its greatest service and satisfaction are in meeting them.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING

Skokie Sun-Times

TESTING

Johnson & Johnson First Aid Cream Antiseptic was tested in the Portland, Maine market, the ideal test city.

PORTLAND PRESS HERALD • EVENING EXPRESS AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

1

ONE•SIX•TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

* source Sales Management

represented by the
Julius Mathews Special Agency, Inc.

Review Ban on Patent Agent Ads, Strauss Is Urged

(Continued from Page 2)

and hampering its development in many ways. We know advertising is a major factor in the growth and economic health of this country and we know that any attack on advertising is an attack on our economic welfare. I am glad that you support our philosophy."

■ In particular, Mr. Williams pointed to rules which were adopted by outgoing Secretary Sinclair Weeks prohibiting advertising by agents who practice at the patent office. Noting that these rules are currently suspended pending the outcome of a court test, he expressed hope that the new secretary will re-examine them.

"I am aware that the canons of the American Bar Assn. prohibit members of that association from advertising," he wrote. "The ANPA takes no exception to refusal by anyone to advertise if it is their conviction that advertising is not helpful, but ANPA believes that decision should rest with the individual and should not be forced upon him by government."

In conclusion, Mr. Williams wrote, "I am aware of course that many 'economists' have attacked advertising as unnecessary. I doubt if any of these have ever considered that this country would not be the great mass producer it has become—the leader in the world affairs, had it not been for the important role of advertising.

■ "I am sure you can understand, in the light of what I think, the satisfaction I had with your views on advertising. It is my hope that you will study the patent office ban on advertising as well as other attacks being made on advertising and that you will do everything possible to foster, promote and develop the health and growth of our economic system through advertising.

"I believe most firmly that the health and growth of our country includes promoting and developing honest and truthful advertising of goods, products and services rather than hampering and restricting advertising." #

nothing drives home sales like

AWHERENESS

...and nothing builds AWHERENESS like the Yellow Pages

Whatever you sell, wherever it's sold, nothing directs prospects your way like AWHERENESS! And nothing builds AWHERENESS like the Yellow Pages—the buyers' guide that tells your prospects where to find your product or service. For the manufacturer of brand-name products, Trade Mark Service in the Yellow Pages makes prospects aware of his local outlets. For the local business man, Yellow Pages advertising makes the community aware of the products and services he offers.

The Yellow Pages man will help plan an AWHERENESS sales program for your needs. Call him at your Bell Telephone Business Office.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

TV Spectaculars Gain as Promotion Tool, Davis Says

(Continued from Page 3)

Greyhound dog in its commercials on the show to give the bus company strong identification with the program. As a result of the dog, Steverino, Greyhound became "by all odds, the best known" sponsor on the Allen program, he continued.

Mr. Davis said the dog would be seen during the Greyhound commercials on the Jack Benny spectacular on CBS-TV in mid-March, but he had no comment when asked who owns the Steverino name. Mr. Allen's production company has notified the networks that it does not want the dog appearing under that name on any other tv show.

■ In an earlier speech, Max Buck, director of sales and marketing for WRCA, New York, emphasized the changes that have been taking place at the retail level and advised media and agency men to get out on Saturdays "to see what's been happening at the A&P."

He warned: "Without a sure and positive knowledge of shifting marketing currents, no media buyer can buy efficiently, no media salesman can sell effectively."

Among the noteworthy changes which have been happening in the retail food business, Mr. Buck noted: (1) The revival of the Ma-&-Pa-type food stores, with 1,000 bread-beer-and-milk stores "popping up like weeds"; (2) the addition of more than 5,000 new items to fight for space on the already well-stacked shelves, and (3) the growing success of the private brands.

Regardless of the medium used, advertising by itself is not enough, Mr. Buck insisted. "Not too much happens until the magic of merchandising is sprinkled on," he said. #

SEND $1 for a SAMPLE ISSUE

Ready to use art work at your fingertips. Save time and money with the original classified monthly art service.

ART MART SERVICE
P. O. Box 2121
Dallas 1, Texas

Identification is a fact of LIFE

Identification is the act of getting into the act.

And people who have the ability to identify enjoy entering into what's going on. They are the people in tune with things around them.

It's not surprising that these people enthusiastically make room for LIFE. LIFE has their spirit, their same know-for-yourself attitude. Each week LIFE reflects their contemporary world with the kind of words and pictures that draw you in . . . make you share an experience.

Identification is a fact of LIFE. One fact. You might say that for 32 million observant readers, LIFE is everything that is *new* and *now* and in the *present.*

That's why your advertising will do well in LIFE. Call your LIFE representative. He has all the facts of LIFE.

THE "BIG THREE" TIMES SERVICE WEEKLIES

INSURE **BRAND**
MERCHANDISE **DEMAND**

THROUGHOUT THE $10,523,000,000 MILITARY CONSUMER MARKET

ARMY TIMES
NAVY TIMES
AIR FORCE TIMES
(Members ABC)
THE MILITARY MARKET
THE AMERICAN WEEKEND
ARMY-NAVY-AIR FORCE REGISTER

Only the top-circulation TIMES Service Weeklies command the market-wide readership mass that is fundamental to mass merchandising. Only the world-spanning TIMES Service Weeklies can establish and build acceptance and demand for your brand throughout the gigantic $10,523,000,000 military consumer market—with mass coverage economy and mass coverage impact.

Write for the new military market information book—
"MASS SELLING AND SAMPLING TO MILLIONS"

ARMY TIMES PUBLISHING CO.
2020 M Street, N.W. • Washington 6, D.C.
U.S. OFFICES: BOSTON, CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO
FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, TOKYO

Jenkins Invades N.Y. Market with Reddy Made Drinks

NEW YORK, March 10—Jenkins Spirits Corp., Manchester, N. H., which launched Jenkins Reddy Made mixed drinks last fall in New England (AA, Sept. 1), will break advertising in the New York metropolitan market March 20 with three ads daily twice a week for six months in the *New York Daily News*, and extensive point of sale material in liquor stores. This is expected to be followed next fall by use of additional media, including outdoor advertising.

The company is continuing its advertising and sales promotion in New England, and is expanding its distribution currently in Georgia and Texas, Herman A. Katz, Jenkins president, told ADVERTISING AGE last week. A total of 25 newspapers will be used this spring.

Jenkins recently moved its advertising account from Keyes, Madden & Jones to John C. Dowd Inc., Boston.

Mr. Katz, former vp and sales manager of Jacob Ruppert, New York brewer, and former owner of Country Club Soda Co., Springfield, Mass., would say only that the agency change "was made merely as a matter of convenience, because I make my headquarters in Boston and Dowd is there also."

■ Mr. Katz admitted he still has a financial interest in Country Club Soda Co. but said he was no longer active in its management.

His major business interest now, he said, is Jenkins Spirits Corp., which he organized last year. The Reddy Made line consists of nine varieties of mixed drinks—ginger highball, screwdriver (vodka and orange juice), rum 'n cola, Tom Collins, whisky sour, gin and tonic, bourbon and soda, gin rickey, and vodka and tonic. These mixed drinks are bottled and sold in three sizes—8 oz., which retails here at 69¢; 12 oz. at 99¢; and full quart which sells for $2.35.

Although Mr. Katz refused to release sales figures, he pointed out that "we certainly would not be moving into New York and down the Atlantic Coast if our experience in New England hadn't indicated we had a product that would sell. I can't give you figures," he explained. "This line is too competitive. Let's don't be naive."

■ He admitted, however, that as conditions warrant, he will step up his advertising in all markets. He is using newspapers and outdoor in Massachusetts, and will use newspapers here and in Georgia and perhaps in the Dallas area in Texas. No radio or tv is contemplated, he said. He hopes to move into the Midwest this summer, to the Pacific Coast later, and "if all goes well," he said, "we hope to have national distribution in about another year."

"I'm not going to tell you where I buy my whisky, or vodka," he said. "That's a trade secret. But it's first-class liquor. We couldn't afford not to use good liquor. Why introduce a cheap line? We can't live unless we get repeat business. We can't get repeat business unless we give people value for their money. That's what we're doing."

The two leaders in the line, Mr. Katz said, have been the whisky sour and the screwdriver. "You don't need any more evidence than that to prove we know how to mix 'em, do you?"

The New York distributor is Henry Kelly Importing & Distributing Co. #

ADVERTISEMENT

The Picture Is Changing In Growing Saginaw, Michigan

New Construction Value In Saginaw Near Record

Volume Tops '57 Outlay

Saginaw in 1958 fell just short of matching the $10,089,000 building record set in 1954.

Total estimated cost of new construction in Saginaw last year was $9,921,407—$167,593 short of the record, according to City Building Inspector Willard Reading.

Dollarwise, 1958 construction exceeded the previous year's total of $6,206,000.

Construction included hospital additions shopping centers and other retail construction, and factory expansions.

Two Firms Lead Way In Plant Expansion

Consumers Power Co. and The Saginaw News in 1958 teamed to lay a giant, multi-million dollar stack of blue chips on the line in betting on Greater Saginaw's future.

In December, 1958, Consumers Power occupied its new $2.5 million service center in Saginaw Township.

The Saginaw News in August broke ground for a new $2¼ million building which will have an estimated valuation of $4 million when filled with the most modern printing machinery and equipment available.

The utility's service center is considered a model installation of its kind. It was built to provide maximum service efficiency during the future growth years of Greater Saginaw.

New Schools Rising Fast In Saginaw

Almost $5 million was spent for new school construction in Saginaw County during 1958. More millions will be spent in 1959 as school districts strive to keep abreast of mounting enrollments.

Topping the 1959 school construction program will be the start of a 10-year 3-mill pay-as-you-go program in the city of Saginaw to replace antiquated school buildings.

Shopping Centers Expanding Here

Plans for a quarter-million dollar nine-unit neighborhood shopping center at Bridgeport, near Saginaw, were announced early this year.

Another major improvement in the Saginaw area is the development of the Westwood Shopping Center, a half-million-dollar project, just west of Saginaw.

Construction also is continuing on the State Shopping Center which opened late in 1958.

Saginaw developers are expected to announce soon details of a business development on a 60-acre tract, immediately west of the city, which was a golf course.

March Opening For Shopping Center Units

Good progress was reported today on construction of the Saginaw downtown area's first shopping center and one of the city's major business developments of the past several decades.

Ernest Matthews, secretary of the Rail Development Corp., developing the Chesapeake & Ohio Railroad property used here for many years by its predecessor Pere Marquette Railroad, said two more of the shopping center's buildings will open in March.

He said these are the Shopper's Fair department store, to be operated by a New York chain, and Peck's Cut Rate Drug Store, operated by a Grand Rapids chain.

The Shopper's Fair store, largest single unit in the center, will contain 30,000 square feet with 200 feet of frontage. It will be near the drug store, at the extreme south, or West Genesee, end of the shopping center. The drug store will contain 7,500 square feet of space.

Michigan Bell Adding Space

Michigan Bell Telephone Co. expects to complete in the summer of 1959 an expansion program in downtown Saginaw which will house its Central Division accounting operations.

Employment Perking Up In Saginaw Auto Plants

'Substantial Gains' Reported By State

In December, 1957, major Saginaw industry was spinning its wheels, trying to pull out of the recession rut; today it looks as if there's only clear progress ahead—and in high gear.

That impression is supported by reports from the State Labor Department rating Saginaw as one of the Michigan cities which has perked up markedly in industrial employment and production.

The upward employment trend is paced by General Motors auto parts plants and foundries in Saginaw.

As an example, General Motors Saginaw Steering Gear Division has rebounded from 2,600 employes during the recession doldrums to 4,500 workers. The division's December production of power steering was at a record.

$9 Million Paid Area Farmers

Sugar Beet Payments Up

Checks and credits worth $9.7 million were mailed as first payments to Michigan farmers who grow sugar beets for Michigan's two beet sugar processors, Michigan Sugar Co., headquartered in Saginaw, and Monitor Sugar Division, Bay City.

Total payments in 1957 were $7,597,243.

A second, smaller payment, will be made in the spring and probably a third early next fall.

Utility Plans $1½ Million Expansion In Saginaw Area

Consumers Power Co. announced it will spend $1,650,000 in 1959 to improve its service to customers in the Saginaw area. It is part of a proposed $4 million outlay to be spent by the utitlity in outstate Michigan during the year.

A utility official said another $1.6 million will be spent to bring transmission lines from the new Dan E. Karn electric generating plant on the Saginaw Bay into and through the Saginaw area.

Construction Start Near For College

Construction is scheduled to start this spring on the $8 million Tri-County College to serve the counties of Saginaw, Midland and Bay.

The institution is to be ready for occupancy in the fall of 1960.

Cover This Growing, Going Market . . .

Cover Saginaw completely with your sales message in The Saginaw News, with its 50,772* circulation. Get into the picture with your products. Get the facts from our representatives listed below or write the General Advertising Department of . . . .

THE SAGINAW NEWS
A BOOTH MICHIGAN NEWSPAPER

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Building, Detroit 26, WOodward 1-0972.

*ABC Audit Report for 6 months ending March 31, 1958

Kelvinator Issues Guide Booklet for Appliance Buyers

The Kelvinator division of American Motors Corp. has published a new buyer's guide to help prospective buyers of major appliances. The 28-page booklet, "How to Select a New Electrical Appliance," was issued to help homemakers who have become "confused by the bewildering prices and feature claims in appliance advertising," Kelvinator said.

The booklet will be available to the general public from Kelvinator dealers throughout the U.S.

Brown Co. Shifts Hicks

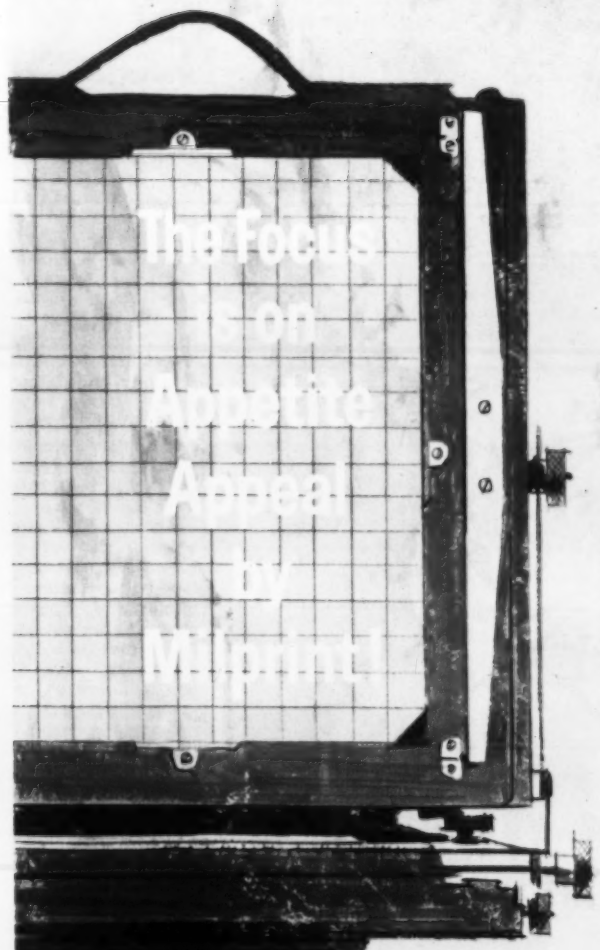
John A. Hicks, formerly in the Atlanta office of Clarke Brown Co., radio and tv representative, has been named manager of the company's New Orleans office. He has been replaced in Atlanta by Bill Jones, formerly with the Atlanta office of General Outdoor Advertising.

Clicquot Bottler to Wilson

Clicquot Club Bottling Co., San Diego, has appointed Wilson Advertising, San Diego, to handle all advertising and sales promotion.

LITHOGRAPHED CARTON
Designed by
Raymond Loewy Associates

ROTOGRAVURE PRINTED
FOIL CARTON OVERWRAP



As dazzling as the variety of foods offered in today's supermarket is the variety of packages they come in . . . all designed to attract and sell your customer in seconds!

Nothing quite matches the instant appetite appeal you find in Milprint packages . . . for only Milprint offers over half a century of experience in creating packaging that creates sales . . . in pioneering ideas that keep you ahead of competition . . . in combining craftsmanship, facilities and merchandising know-how to win bigger profits for you!

ROTOGRAVURE PRINTED FOIL BAG
Designed by Raymond Loewy Associates

Milprint* INC.
makes packaging that makes sales

GENERAL OFFICES, MILWAUKEE, WISCONSIN • SALES OFFICES IN PRINCIPAL CITIES

printed rolls, foil, cellophane, glassine, polyethylene, saran, acetate, "mylar"®, pliofilm, vitafilm, laminations, extrusions, folding cartons, bags, lithographed displays

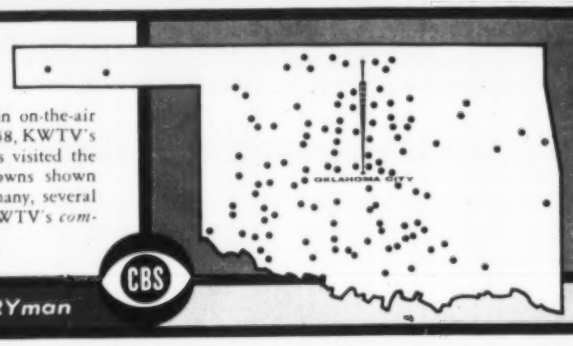
*REG. U.S. PAT. OFF. *This insert lithographed by Milprint, Inc.*

Farm Public Service in the KWTV *Community* makes

KWTV OKLAHOMA CITY

Oklahoma's No. 1 Television Station

Traveling to obtain on-the-air reports during 1958, KWTV's two farm directors visited the more than 100 towns shown on the map . . . many, several times. Proof of KWTV's *community* coverage!



CBS

See your PETRYman

BUY the TOWER with SALES-power in Oklahoma!

Creditors Debate Business Future of Disc Seller Goody

NEW YORK, March 10—Sam Goody, the man who revolutionized retail record selling, is now on a rough-playing spin around the turntable, and it's anybody's guess if his once-diamond-studded needle can still stick to the groove.

Mr. Goody's creditors—there are more than 200, and he owes them better than $3,000,000—are debating fast and furiously whether or not to accept a proposed 100% long-term payment plan. A full-scale creditors meeting had been scheduled previously for March 6, but was postponed.

Meanwhile, speculation was rife over what happened to the man who virtually invented records-at-a-discount, made it a respectable business and in the process became the country's largest record retailer, at one time doing more than half of his volume by mail.

In fact, Mr. Goody says he is still the largest record seller. His 1958 volume is reported at $6,000,000, about the same as 1957. The only other store approaching this pace is thought to be Liberty Music Shops, but this company is estimated a good $1,000,000 behind Goody.

■ At a creditors meeting a few weeks back, Goody assets were listed at $3,050,000 and liabilities at $3,029,000, as of Dec. 31. "Conservative" estimates indicated sales for the year beginning March 1 might list $5,400,000.

Not a big advertiser, Goody nevertheless made a solid impact in the record business with his concentration of almost-weekly ads in the *New York Sunday Times*, often featuring several labels at a discount-on-the-discount. His other promotional activities, including several catalogs, plus advertising on theater ticket envelopes and in college publications, in music and general magazines and on radio—frequently bartering records for time—probably doubled the budget.

■ The newspaper budget is estimated at about $60,000, the total promotional program anywhere between $100,000 and $300,000. Advertising was placed through MAS Advertising, a house agency.

At a creditors meeting a few weeks ago, at which Goody's assets were given as $3,050,000, liabilities at $3,029,000, the chairman of the creditors committee was quoted as saying that the record retailing magnate came a cropper because of "mismanagement, over-expansion and high financing costs."

■ To this explanation others added that such things as record clubs, discount operations by department stores and burgeoning discount houses all contributed their share to his woes.

But a source very close to the Goody operation placed the blame almost squarely in the laps of several major record companies, which have been giving extensive credit on extended terms to Goody for many years. They have now tightened up, possibly because of the 1958 credit climate, possibly because the pressure has become greater from other retail outlets which never were accorded the terms that Goody commanded. In one instance, it was said, Mr. Goody had as much as $600,000 extended credit with one record company.

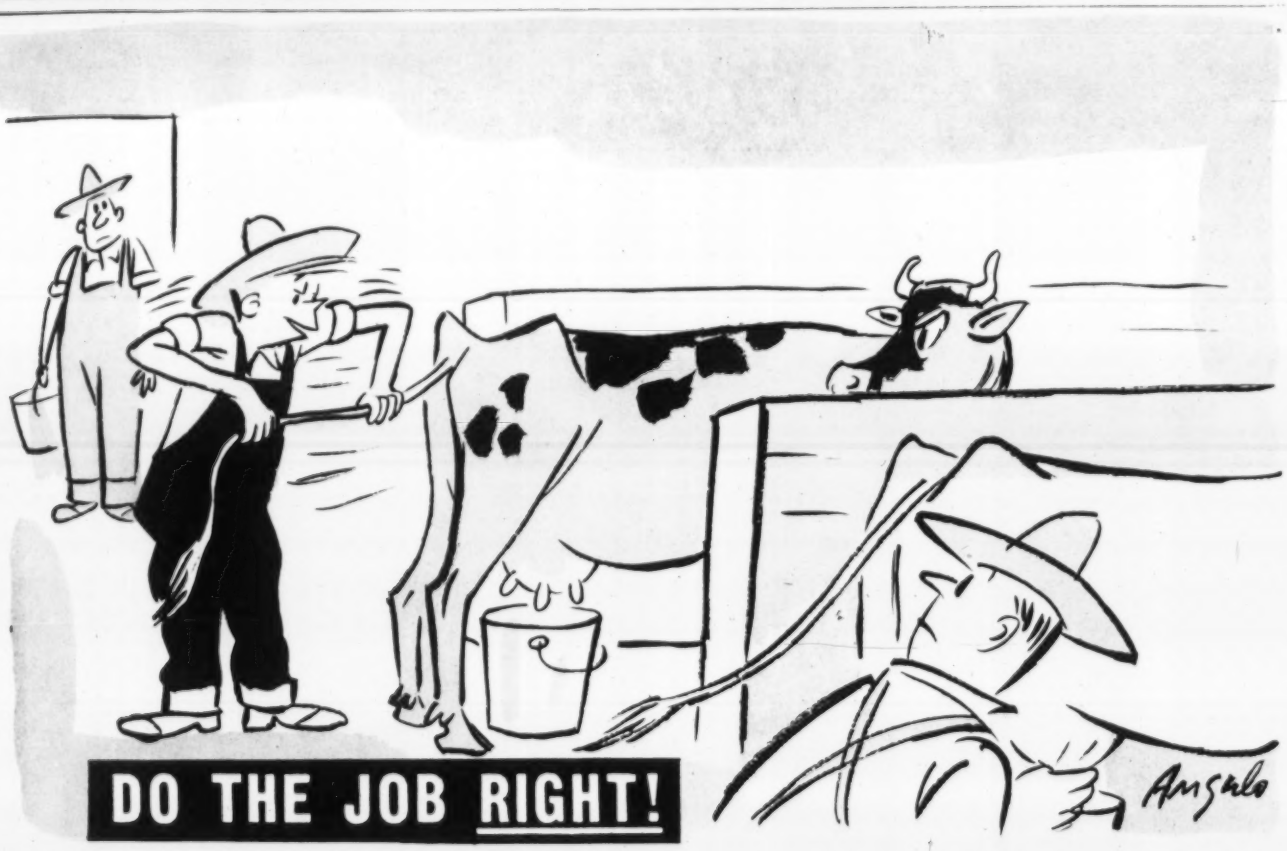
■ With an inventory reported at $2,000,000, the feeling was that Goody would not be closed up—if only because of the disruption this unleashed inventory would create in the New York market. It also appeared doubtful that the record companies could rack up the lost Goody business in any comparable degree elsewhere in the city, should the operation be folded. #

Pellettiere Joins Elrick

Frank W. Pellettiere has been appointed to the project director staff of Elrick & Lavidge, Chicago, marketing research organization. He formerly was with Container Corp. of America.

Corrigan to Hollingsworth

Richard F. Corrigan, formerly advertising manager of Roper Hydraulics, Rockford, Ill., has joined E. R. Hollingsworth & Associates, Rockford, as an account executive.

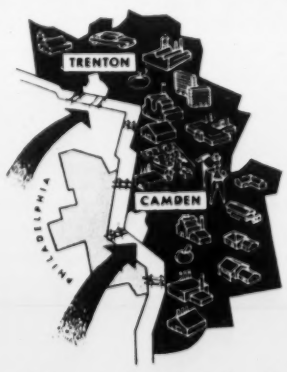


TO COVER THE WHOLE DELAWARE VALLEY YOU NEED THE TRENTON TIMES and THE CAMDEN COURIER-POST

This fledgling farmer will never get the goods, because he doesn't have the knowhow. Even Bessie the cow, there, could tell him that.

The same with people. If you want something from them, you have to know how to get it. Want sales? You must advertise—advertise well, and in the media your audience will read. For instance, consider the booming Delaware Valley market. Here you are dealing with two markets, one in each state. If you want to reach the whole audience in newspapers, you must choose newspapers on both sides of the river. In New Jersey, this means you must run in the **TRENTON TIMES** and the **CAMDEN COURIER-POST.** Figures (we have 'em) show that each of these award-winning dailies reaches more New Jerseyites in its own market than any other paper. And figures (we have these, too) show that these markets are well worth reaching, in terms of income per family, new car sales, population increase—you name it! It just makes sense: in local New Jersey markets, you'll sell more people in local newspapers.

IT PAYS TO CROSS THE DELAWARE



CAMDEN COURIER-POST
Established 1875

TRENTON TIMES
Established 1883

Represented nationally by GEORGE A. McDEVITT CO., INC. • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • LOS ANGELES

Information for Advertisers

Available gratis is a reprint of an article in *Management Methods* on how to get more sales mileage out of your catalog entitled, "How to Make Your Catalog Deliver Orders" by Goldalie Frank, president of **Contempo Agency,** 551 Fifth Ave., New York 17.

• Despite the recession, some 2 billion people visited fun spots during 1958 and spent approximately $1.75 billion for their fun, according to the second annual census of the amusement-recreation field conducted by **Funspot,** which ran in the magazine's "Market Analysis & Directory" issue Feb. 28. Copies of a reprint of the study are available from Maynard L. Reuter, publisher, *Funspot,* 188 W. Randolph St., Chicago.

• "A Study of the Corporate Personality—an Appraisal of Banking Firms by Business Executives" has been issued by **Nation's Business** in two sections. It lists banks by size of deposit and by advertising expenditures in business and news magazines. Comments on the banks, made by responding executives, are reproduced in the report. Copies are available from Herman C. Sturm, director of advertising, *Nation's Business,* 711 Third Ave., New York 17.

• "The Billion Dollar Spokane Market," a study of population, retail sales, etc., of this marketing area, has been issued by the **Spokesman-Review** and **Spokane Daily Chronicle.**

• **Fred H. Tarter Associates,** 1868-85-St., Brooklyn, N. Y., which specializes in the teen market, is offering a new service, a complete teen age casting department, which makes top teen talent available to agencies for use in teen commercials. Mr. Tarter, president of the company, is 15 years old (AA, June 9, '58).

• "California at a Glance" is a brochure compiling official reports of the California county agricultural commissioners. Copies are available from Mark M. Hurd, advertising, **California Farmer,** 83 Stevenson St., San Francisco 5.

• **Adam Young Inc.** has announced publication of its latest study, "The Dynamic Change in Radio—Part 2." This study traces the audience growth of locally-programmed radio stations in 29 U.S. markets from 1952 to 1958. Copies of this and all previous material prepared by Adam Young are available at no cost by writing to the research department at Adam Young Inc., 3 E. 54th St., New York 22.

• A new market book has just been published by the **San Bernardino Sun Telegram.** It contains statistical information and photographs and colorful maps of the metropolitan areas in California and on the Pacific Coast. It is available from any Cresmer-Woodward office or from the newspaper itself.

• **Ice Cream Field** announces the completion of its seventh annual survey of industry trends. The study covers all aspects of production, merchandising and promotion in 1958. It was based on replies to a uniform questionnaire submitted to 3,000 ice cream makers.

The poll disclosed a continuing climb in sales by supermarkets and other food outlets handling ice cream and a decline in turnover among drug stores and candy shops, for decades the historical retail ice cream leaders. An eight-page illustrated booklet, the survey is available without charge on request from *Ice Cream Field,* 23 W. 47th St., New York 36. #

Ross Joins Schonbrunn & Co.

Lee J. Ross, who has been in the advertising and marketing end of the food and packaged goods field for the past seven years, has joined S. A. Schonbrunn & Co., Palisades Park, N. J., coffee packer, as ad manager. He succeeds John E. Mazzei.

Miller Joins AM Radio Sales

William E. Miller has joined AM Radio Sales, Chicago, as a sales account executive and will handle assignments in the midwestern territory as well as in Chicago. Previously he was with the Chicago office of Adam Young Inc.

ONE OF A SERIES

ARE YOU CONSIDERING CHANGING ADVERTISING AGENCIES?

Take a look at your whole Sales Promotion Structure

Perhaps you can turn the anticipated trouble an agency change causes into something of an advantage

If you are an experienced executive you look forward to selecting a new agency like having a case of mumps. It is a confusing, time-consuming and sometimes exasperating job to select the right agency for any particular company. In addition you may have close personal relations with your present agency that it will be unpleasant to disturb.

But sometimes, painful as it is, advertising agencies must be changed because of lack of sales, insufficient service, failure to grow, changing personnel, mergers, conflicts, old age, etc., etc., etc.

If you must soon make a change let us take a thorough look into your whole advertising and sales promotion structure. Let us examine your sales material from the viewpoints of your dealers, distributors and representatives as well as your customers.

Before we become familiar with and influenced by conditions as they exist in your company, let us go in to the field, find out a lot of answers and make a report. We may uncover some things that will make or save you some important money.

How do your dealers regard your sales tools, if any? Are they being used or gathering dust? What new sales tools are needed? Are your promotions too familiar? Do you need sales promotions? Are you automatically reprinting catalogs or sales literature that should be revamped, or dropped? Do you need direct mail?

Should you resurvey your entire media list in view of the great changes in the past 9 years? Should you add to or reduce media advertising? Let us find out what has been right and what has been wasteful before you spend any more of your money.

If after meeting us personally you indicate that you would seriously consider hiring us *either* for your sales promotion or media advertising, or *both,* we will do the field investigations at little or no cost except for travel expense. You are not obligated to hire us, nor we to go to work for you until after this stage. Let's first find out how we get along.

* * * * *

The Biddlemen who meet with you will talk more about distribution, promotions, sales problems; dealers, distributors, representatives, etc. than advertising copy and art. They are however strongly backed up by fine creative teams. We have been called a "Sales Manager's Agency" and are somewhat proud to be so thought of. Give us a call. It will cost nothing to see what kind of practical characters would publish an ad like this.

THE BIDDLE COMPANY

Advertising and Sales Promotion

CHICAGO, ILLINOIS — Phone: Financial 6-9340
BLOOMINGTON, ILLINOIS — Phone: 7-6036
KANSAS CITY, MISSOURI — Phone: Valentine 1-0851
DES MOINES, IOWA — Phone: Cherry 4-9154

NOTE: If you desire to preserve your anonymity until you investigate us a little further, have your attorney write us for literature and client list.

Go right to the

TOP AUDIENCE

Tops in the Top Ten! Nielsen's First February report lists *five* ABC-TV programs in the Top Ten – as many as the other two networks combined! And ABC is the top-rated network four nights of the week – *more* nights than the other two networks combined! Over all, ABC's audience is up 1,200,000 homes per average minute. The other two networks combined are *down* 500,000!*

TOP FAMILIES

You get them at the GET AGE on ABC-TV! The GET AGE is under 40. It's the age of acquisition – for advertisers, the most profitable age of man. GET AGE families spend the bulk of America's money – more dollars per household than any other age group. *40% of ABC's average audience is made up of GET AGE households! Corresponding figure for the other two networks: 36%.***

TOP... go ABC-TV

TOP VALUE

You get *all* families most efficiently on ABC-TV. Average cost per minute for 1,000 homes for all Once-A-Week evening programs on ABC is $2.78. The other two networks: $3.13 and $3.43 respectively. ABC has the most efficient situation comedy; and the most efficient variety show; the most efficient Western. In fact, ABC has five of the ten most efficient shows in all categories – and nine of the top twenty!***

TOP PROGRAMMING

ABC is not standing pat. Four great new series are already set to premiere this fall! Robert Taylor makes his TV debut in *The Detectives*. There's a new hour-long adventure called *The Alaskans*, and a brand-new series starring Gale Storm. Plus James Michener's wonderful new *Adventures in Paradise*. In the works – a hatful of other top new programs!

*National Nielsen February I Report Average Audience per Minute Sunday-Saturday 7:30-10:30 PM all sponsored evening programs. **NTI Report Nov.-Dec., 1958. *** Nielsen Nov.-Dec., 1958 CPM CM Delivered Report.

Despite Optimism, Consumer Spending Plans Seem Modest

WASHINGTON, March 10—First results from the Federal Reserve Board's annual look into consumer buying plans showed that consumers are more optimistic, but they are still keeping a firm grip on their purse strings.

Based on interviews by the Survey Research Center of the University of Michigan, the board said its 14th annual survey of consumer finances shows the public to be much more optimistic than a year ago, and consideraby more optimistic than in most previous postwar years.

Nevertheless, despite the fact that four out of ten expect their incomes to improve, and three out of five anticipate higher prices, buying plans for major durables were only moderately above the unusually low level reported last year.

■ Housing made the best showing, with 9.3% considering a new home. This is a percentage approaching the 9.4% registered in 1955 and 1956, a ratio reached only twice in the past 12 years. It compares with 7.5% in the housing market last year and 8.7% in 1957. The percentage interested in home improvements was a record 24.6%, but average anticipated expenditure dipped to $360, compared with $380 reported last year and $460 in 1957.

With the auto industry's most critical sales period just ahead, interviews conducted in January and February indicated that prospects for new cars are somewhat better than in early 1958, but well below the levels that were normal in the five preceding years. The outlook for used cars was still unusually high, but below the peak reported in early 1958.

■ The percentage considering a new car improved to 7.6% from 6.9% last year. In 1953, 1954, 1955, 1956 and 1957, however, the percentage considering purchase of cars was reported at 9%, 7.9%, 8.2%, 8.4% and 8.5% respectively. In addition, 9.8% said they were interested in a used car. This compares with 10.4% considering a used car last year and 8.4% in 1957.

Interest in furniture and major household appliances slid fractionally from the 1958 level to 27.8%, and remained slightly below the four preceding years. #

Aron Advertising Created

Aron Advertising Associates, a new agency, has opened offices at 4203 Fairdale Rd., Philadelphia. Principal of the new shop is David Aron, formerly a senior account executive with Lavenson Bureau of Advertising, Philadelphia. The new agency has been appointed to handle the ad and pr account of Corrosion Reaction Consultants, Philadelphia anti-corrosive products manufacturer, and for the Nana chain of retail children's wear shops in Philadelphia.

Levy Joins NBC-TV

David Levy has resigned as vp and associate director of radio and tv at Young & Rubicam to become vp in charge of programs and talent for NBC Television, New York. Robert Lewine continues as vp in charge of programs for NBC-TV. Mr. Levy, who has written a number of short stories and tv dramas, had been with Y&R about 20 years.

WGN Starts All-Night Show

WGN, Chicago radio station, has started an all-night program, "Reserve Showcase." The show features Franklyn MacCormack as program host and Herb Lyon, *Chicago Tribune* columnist. The show is sponsored by Peter Hand Brewing Co. for Reserve beer; Batten, Barton, Durstine & Osborn is the agency.

Gordon Buck Joins Roth

Gordon F. Buck, formerly a vp of Handy Associates and before that with Foote, Cone & Belding, has joined Roth Advertising, Chicago, as a vp.

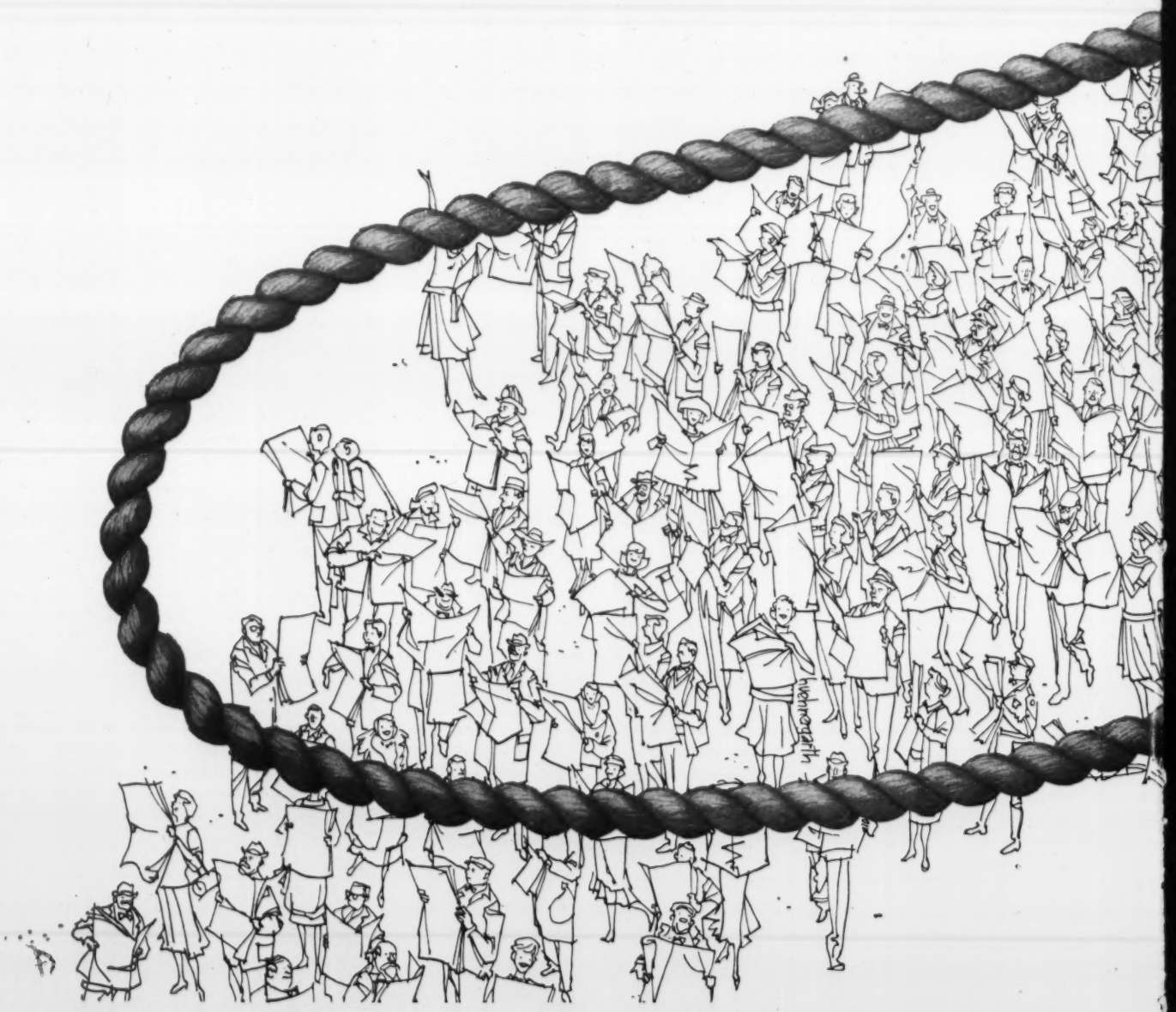
How to round up...and imprint your brand ... on 893,000 exclusive customers!

The Inquirer is the only place to catch these 893,000 potential buyers of your product in Delaware Valley. They just don't read Philadelphia's other major daily. They're Daily Inquirer *exclusives.* Miss them and it's like passing up every man, woman and child in corporate San Francisco.

The grass is even greener in Delaware Valley suburbs because it reflects the extra dollars of the Valley's bigger earners and spenders. Viz: suburban Delaware Valley buys 64% of the automobiles and 55% of the furniture and appliances sold in this area. Away from the city's roar and bustle, the Daily Inquirer has 578,000 *exclusive* readers—a tidy packet of prospects you can't corral in the other major daily.

When you're heading for the *next* roundup, be sure you talk to the Daily Inquirer's 893,000 *exclusive* prospects . . . its 1,352,000 total adult readers.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.



JUST LIKE ANDROCLES AND THE LION

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

4 Stations Sign O'Connell

Richard O'Connell Inc., New York, has been appointed national representative of four radio stations: KJOE, Shreveport, La., which formerly was represented by Forjoe & Co., except in the South, where it was represented by Clarke Brown Co.; WLAD, Danbury, Conn., formerly handled by Indie Sales; WBRY, Waterbury, Conn., which previously was represented by Avery-Knodel, except in the Boston area where it was listed by Kettell-Carter, and WIZE, Springfield, O.

Rockmore Adds Enna Jettick

Rockmore Co., New York, has been appointed to handle advertising for Dunn & McCarthy, Auburn, N.Y., maker of Enna Jettick and Heel Hugger shoes. Amos Parrish & Co. formerly handled the account. David T. Levine, formerly with Amos Parrish, has joined Rockmore as a vp and member of the plans board.

Jefferson Chemical Names Darwin Clark Agency

Jefferson Chemical Co., Houston, has named Darwin H. Clark Co., Houston, to handle its advertising and sales promotion. Robert M. Lockwood, formerly a partner in Technical Writers Associated, has joined the agency's creative staff.

Adman Gross' Dream of Owning Jamaican Resort Comes True

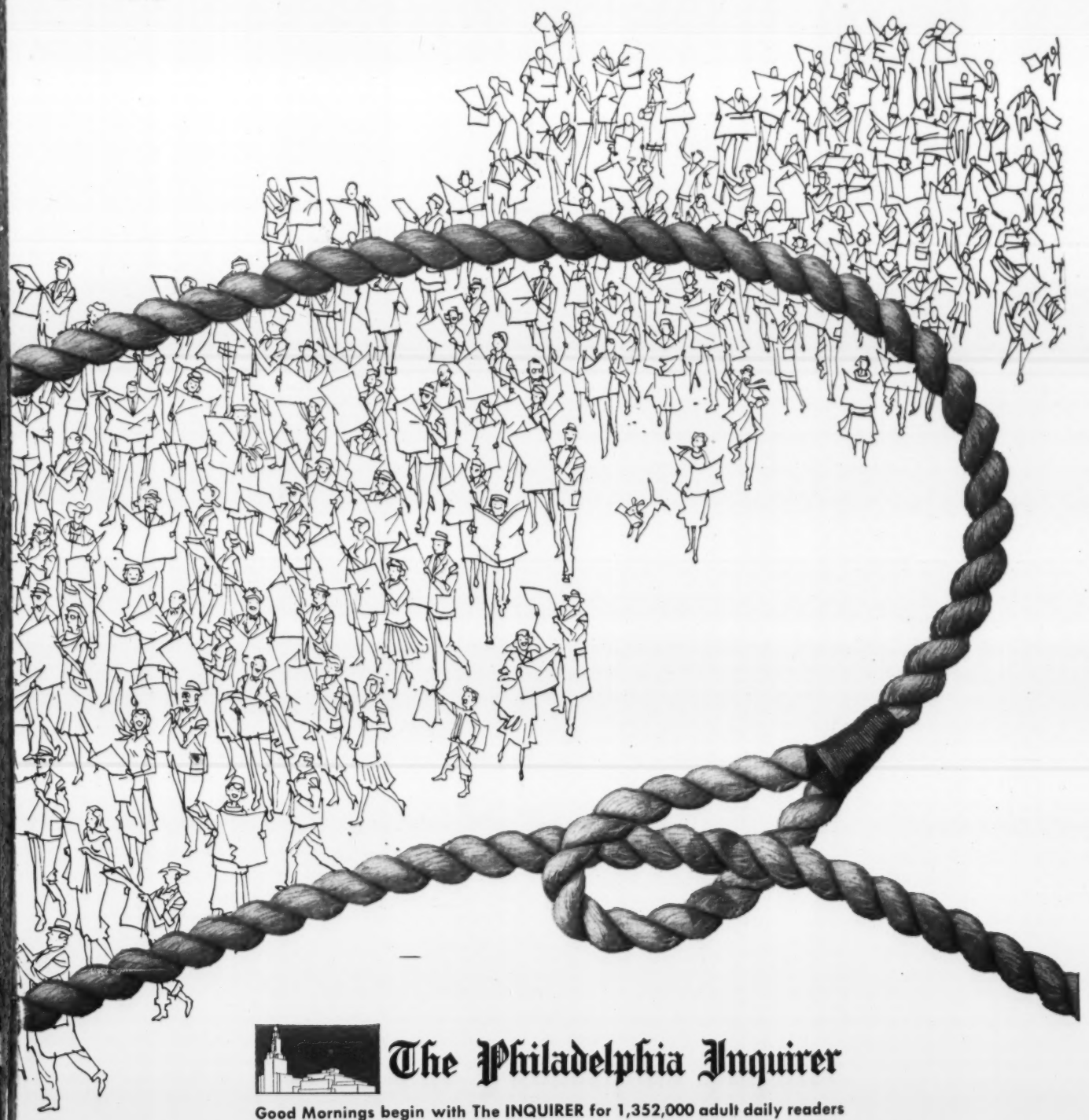
PORT ANTONIO, JAMAICA, March 10—An adman who six years ago day-dreamed about owning a certain lavish resort hotel in Jamaica has turned his dream into reality—and plans to turn the hotel into "the ideal vacation spot for the exciting people of the advertising and publishing field."

Charles A. Gross, head of Charles Anthony Gross Advertising, Miami, has become the new owner of the Titchfield Hotel, a 32-room operation astride a narrow peninsula between two harbors here. The hotel, which Mr. Gross has renamed the Beach & Reef Hotel, was formerly owned by Errol Flynn. McCormick Shipping Corp. continues to operate the hotel.

Mr. Gross plans the addition of 20 rooms, more tennis and badminton courts, docks for 16 yachts, enlargement of the beach and new facade and lobby styling. #

Waxed Paper Units Drop EWRR

The Waxed Paper Merchandising Council and the Waxed Paper Institute, Chicago, have dropped Erwin Wasey, Ruthrauff & Ryan, Chicago, as their public relations and promotion counsel. The council and institute will henceforth handle this work themselves.



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

Canada has

6

French-speaking Farm Markets and Only

La FERME

Covers all six!

In addition to its extensive coverage of the Province of Quebec French farm market, La FERME also covers the important fast-developing French-speaking farm areas in New Brunswick, Ontario, Manitoba, Saskatchewan and Alberta. The French-speaking farmer and his family in these prosperous areas look to La FERME for news from 'home,' authoritative articles on agriculture and items of interest to the homemaker . . . all in their mother tongue. The most effective, economical way to sell these French-speaking families is through La FERME . . . the **one medium** that will deliver your message to **all six** markets!

The readership trend is definitely to La FERME . . . over 50,000 (ABC) circulation increase since 1954 compared to less than 4,000 by second publication in same period.

Guaranteed Circulation

175,000

Obtained through direct mail—no agents—no newsstand sales—no arrears.

Still only $1.60 per line

Ask about La FERME'S plan combining magazine and direct mail advertising.

TRANSLATIONS of catalogues, folders, booklets, etc., and technical agricultural copy done for advertisers by La FERME experts at special rates. Ask for quotations.

La FERME

Robert Raynauld, B.A., M. S. A.
Editor-Publisher

909 Mount Royal Ave., E. MONTREAL, CANADA
Phone: LAfontaine 6-3327

your key to a

LEADING BUSINESSMEN'S MARKET

In the latest Starch Consumer Magazine Report, *34.2% of the heads of Elks households are business owners or officials.* Only 1 publication leads The ELKS Magazine in this classification.

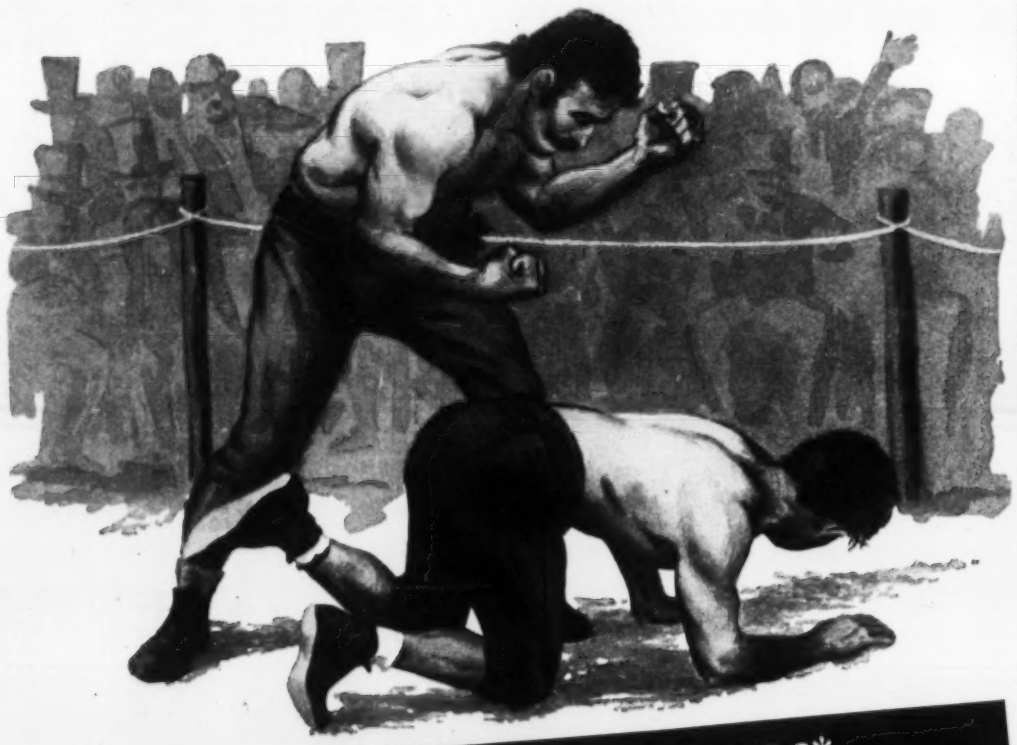
Elks high median income of $6,798 is exceeded by just 6 of the 55 magazines reported. In ownership of household possessions, Elks rank 1st in more Starch categories than any other men's magazine.

Advertise in The ELKS Magazine for a profitable sales appointment with a leading businessmen's market.

More information? Write for your copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16 386 Fourth Avenue | CHICAGO 1 360 N. Michigan Avenue | LOS ANGELES 17 1709 W. 8th Street



YOU MAY NEVER GO 75 ROUNDS*—

BUT... WKZO-TV Gives You The Old "One-Two" Punch In Kalamazoo-Grand Rapids!

Lead with WKZO-TV and you'll take sales "off the ropes" in Western Michigan! WKZO-TV covers more television homes than any other station in its area — 606,780 homes in 34 counties according to NCS No. 3.

NCS No. 3 shows that WKZO-TV gives you more circulation by far — monthly, weekly, daily — than any other Michigan station outside of Detroit!

And remember that by adding WWTV, Cadillac, to your WKZO-TV schedule you'll *get all the rest of Michigan worthing having!*

NCS No. 3 CIRCULATION SPRING, 1958

STATION	DAYTIME		NIGHTTIME	
	DAILY	WEEKLY	DAILY	WEEKLY
WKZO-TV	265,990	390,330	386,280	472,250
Station 'B'	202,190	314,950	304,780	384,570
Station 'C'	152,910	264,330	222,400	349,890

**On July 8, 1889 John L. Sullivan beat Jake Kilrain for the heavyweight championship in 75 rounds.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with:
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

There's a new little Sarnoff, Claudia Jill, born Feb. 28 to Mr. and Mrs. **Robert W. Sarnoff.** Father is NBC chairman; grandfather **(Gen. David Sarnoff)** is RCA chairman . . . Rose and **Leonard E. Bach** (he's promotion manager of the *Philadelphia Inquirer*) have a new daughter, Abigail, born Feb. 16 . . . **Mick Goessling,** former AA staffer, has a new son, and **James M. Cleary,** vp of Roche, Rickerd & Cleary, Chicago, has his 19th grandchild with the arrival of Andrew James Goessling Feb. 5 . . . Another new arrival: Victoria Jane, the third child, second daughter of **Dick Elliot,** *Look* space salesman . . .

The new game at Scribner's is collecting the names of authors to whom **Richard Powell,** former N. W. Ayer vp, has been compared since publication of his latest book, "Pioneer Go Home," Jan. 26. So far, he's been likened to Ring Lardner, Clarence Budington Kelland and Al Capp, and his book has been compared with almost a dozen books, including "Auntie Mame," "No Time for Sergeants," and "The Grapes of Wrath" . . .

Pat Dohrenwend, food publicist with J. Walter Thompson, New York, and **James Williams,** pr director of Erwin Wasey, Ruthrauff & Ryan, Chicago, have set May 9 as their wedding date . . . Sue Anne Whatmore, daughter of **Marvin C. Whatmore,** vp and general manager of *Look*, will be married in August to James J. Maurer . . .

BEST OF SHOW—*Fred Steffen, president of the Artists Guild of Chicago, shows off the painting which won him the Crystal Award for best of show in the guild's 13th annual exhibition of editorial and advertising art.*

Charles L. Gould, assistant publisher of the *New York Journal American,* has been promoted from commander to captain in the U.S. Naval Reserve . . .

Bill Carr, ex-ad director for *McCall's,* now heading up N. W. Ayer's midwestern business in Chicago, says he's set a new record: He's the "oldest student ever in Ayer's training school" . . . **Earl J. Mason,** of the *Wall Street Journal,* has been named advertising man of the year by the Adclub of Greater Miami. He's a past president of the club and a past governor of the 4th district of the Advertising Federation . . .

Doers of Good Deeds: **Robert H. Schmelzer,** vp of BBDO, and **Richard E. Berlin,** president of Hearst Corp., are chairmen of the advertising and newspaper groups of the New York Red Cross drive . . . **Larry Valenstein,** head of Grey Advertising, heads up the ad division of the New York Heart Assn. . . **Enid Haupt,** editor and publisher of *Seventeen,* is building a recreation center for crippled youngsters at the NYU-Bellevue Medical Institute . . . **Mrs. Geraldine Zorbaugh,** vp and general attorney for CBS-Radio (and one of the few women execs in topflight network positions) has been named chairman of the broadcasting committee for the Salvation Army's appeal in New York City . . . **Charles F. Southward,** vp of Ladd, Southward & Bentley, is general chairman of the forthcoming United Fund drive in Evanston, Ill. . .

J. Leonard Reinsch, exec director of WSB and WSB-TV of Atlanta, has been appointed special assistant to the chairman of the 1960 Democratic national convention. He'll be in charge of all physical arrangements for the convention as well as assisting in the planning of the program. He's also tv-radio consultant for the Dem's national committee. . .

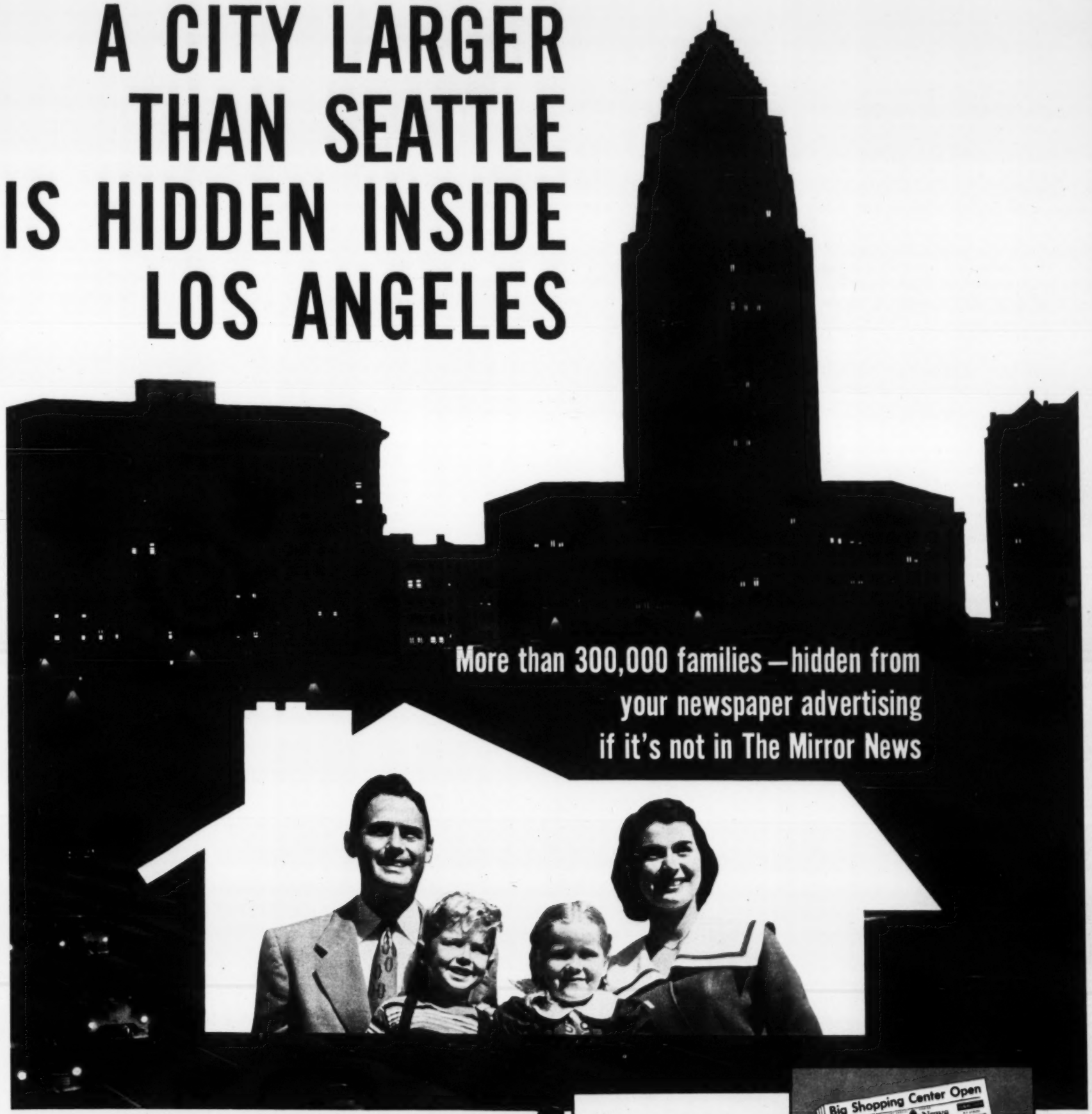
Floyd B. Foster, who retired in 1955 as associate ad director after more than 40 years with International Correspondence Schools, has been presented a citation by the Scranton Advertising & Sales Club . . .

Harold W. Comfort, president of Borden Co., and **Herbert L. Barnet,** president of Pepsi-Cola, were honored as "Good Scouts of 1959" for their contributions to scouting by the food, beverage and tobacco industries at a Boy Scout Lunch-O-Ree in New York Feb. 26 . . . **Arthur M. Dorfner,** recently appointed business manager for WABC-TV, is serving his second term as mayor of Roselle Park, N. J. . .

Roy E. Melluish of Canadian Industries, Montreal, has a new son, Anthony Edward, born Feb. 7 . . . Corey Richard Smith was born Feb. 26 to Carol Joyce and **Chuck Smith,** of Clinton E. Frank Inc., Chicago . . .

Tom McDermott, radio-tv vp of Benton & Bowles, heads up the radio-tv bureau for New York's 1959 Red Cross campaign . . . **Ben N. Allmayer,** president of Allmayer, Fox & Reshkin, Kansas City, has been elected president of the Kansas City and Jackson County chapter of the American Cancer Society . . .

A CITY LARGER THAN SEATTLE IS HIDDEN INSIDE LOS ANGELES



More than 300,000 families—hidden from your newspaper advertising if it's not in The Mirror News

WHAT KIND OF A CITY IS IT?

It has 422,000 children—more children per family than any other metropolitan daily in Los Angeles.

83% of its providers are in well-paying occupations—earning $4,000 or more.

More than *half* of the homemakers are 39 or under. They're smack in the middle of their buyingest years.

They have more than $1½-billion to spend on clothes, cars, appliances—anything that's advertised in The Mirror News—the *only* weekday metropolitan paper in 4 out of 5 Hidden City homes.

If your newspaper schedule reaches 100% of the families in any of these major cities:

Baltimore Boston
Cleveland Dallas
San Francisco

you're still covering a market smaller than the Hidden City of The Mirror News.

LOS ANGELES EVENING MIRROR NEWS

Represented by O'Mara & Ormsbee, New York, Chicago, Detroit, San Francisco

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

Relying on just one "state-wide" daily* paper to cover *all* of Iowa? Then you're getting only 19% coverage, missing 4 out of 5 homes in the Quality Quarter! These 22 counties contain a quarter of Iowa's total buying power: over 25% of the households and retail sales. But with the newly-formed *Iowa Three* group, you get 62% coverage, with *truly* local, hometown acceptance and influence *where* you want it. Look again! You'll see why you need these three newspapers to sell the fast-growing, most profitable fourth of Iowa.

**Don't be fooled by "state-wide" Sunday coverage! National advertising usually runs daily.*

THE IOWA THREE
The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.; Jann & Kelley, Inc.; Story, Brooks & Finley

'U.S. News' Adds Office

U.S. News & World Report has opened an advertising sales office in the Oliver Bldg., Pittsburgh. Walter H. Roselle, who has covered the Pittsburgh area for the magazine for the past four years, is resident manager. The office will be under the supervision of Howard W. Oman, regional sales manager with headquarters in Philadelphia. *U.S. News* also has named William D. Nicholls, formerly with American Telephone & Telegraph Co. and Curtis Publishing Co., to its Detroit sales staff.

Toy Co. Names Sturges

Dennis Play Products, Menlo Park, Cal., has named Sturges & Associates, San Carlos, to handle advertising for its expanded line of toys. The bulk of the company's budget for the next six months is slated for tv spots and participations in children's programs in Chicago, Denver, Los Angeles and Dallas.

Chicago Banks Aim to Attract Women

CHICAGO, March 10—A growing number of banks in Chicago are taking steps to promote their facilities to women.

Latest to develop a special program for the fair sex is the Continental Illinois National Bank and Trust Co., which is sponsoring a series of talks, titled "Fashions in Finance."

These forums, to which "women of means" in the Chicago area are invited, include talks by heads of various departments in the bank, and wind up with a luncheon. Guests, invited by bank officials, include both customers and prospects.

Continental is also breaking out of the financial page, is placing its ads in the Sunday *Chicago Tribune Magazine*. These ads, through Earle Ludgin & Co., are aimed wholly or partially to the women. The first ad, concerning estates, was titled: "What every widow ought to know."

• The First National Bank of Chicago is a pioneer in wooing the woman customer. It established its own women's department 40 years ago, which features special chairs and desks, and its own officers.

The First National has been conducting women's finance forums since 1957 and promotes the women's department with newspaper advertising four times a year. Manchester & Kreer is the agency.

• National Boulevard Bank of Chicago last year offered a money management course for business women, and said it was successful enough to warrant it being repeated on a regular basis.

• Harris Trust & Savings Bank in Chicago, which holds small-group luncheons for female customers and prospects, also has a staff of women who visit the bank's female customers, thanking them for their business and advising them on banking problems. The bank also made one mailing promoting this service to school teachers in the area.

• At least one bank, American National Bank & Trust Co., has plans to implement a personal contact program for its female customers. American National said its program will probably get under way next fall, though details are not yet complete.

■ Just why banks are developing an increased interest in women customers is revealed in some statistics gathered from various bureaus by Hal Lewis, advertising and public relations director of the First National:

Women earn $30 billion annually before taxes; they own 51.6% of the shares in corporations; they control most of the $70 billion spent annually for food and about 60% of all personal expenditures; they have $55 billion in savings and $33 billion in government bonds; they control 70% of the estates in the U.S. and own about 40% of the homes. #

Solar Names Rickes Ad Head

Solar Steel Corp., Cleveland, has appointed Leo J. Rickes director of advertising and public relations. Mr. Rickes, who was formerly ad manager of Adamas Carbide Corp., Kenilworth, N.J., will operate from Solar's Union, N.J., plant. Mr. Rickes' appointment is part of an expansion program by Solar.

Mutual Adds Four Stations

Four radio stations have affiliated with Mutual Broadcasting System. They are KSIL, Silver City, N.M., formerly affiliated with CBS Radio, and KEVE, Minneapolis, WMAX, Grand Rapids, and WKLZ, Kalamazoo, Mich., all formerly independents.

Это Радио Москвы*

Careful, Moscow... Kansas City Is Listening!

Every day now, WDAF monitors and records the most pertinent comments of Radio Moscow. Kansas Citians are hearing these English-language broadcasts *direct* from the Russian capital.

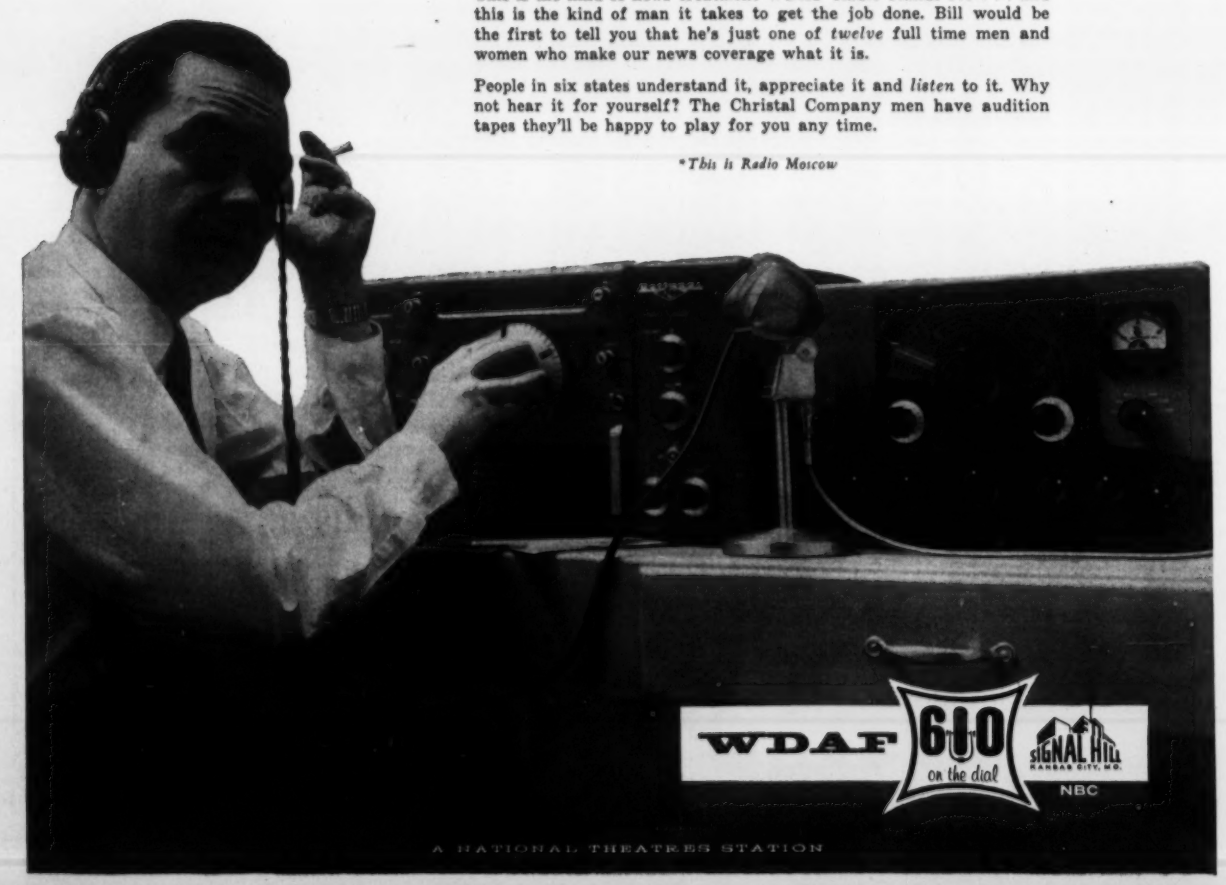
Bill Leeds, shown below at his listening post, is WDAF Radio's foreign news editor. It's part of Bill's job to analyze and comment on these Radio Moscow broadcasts, to keep them in perspective with national and world news, for Heartland listeners.

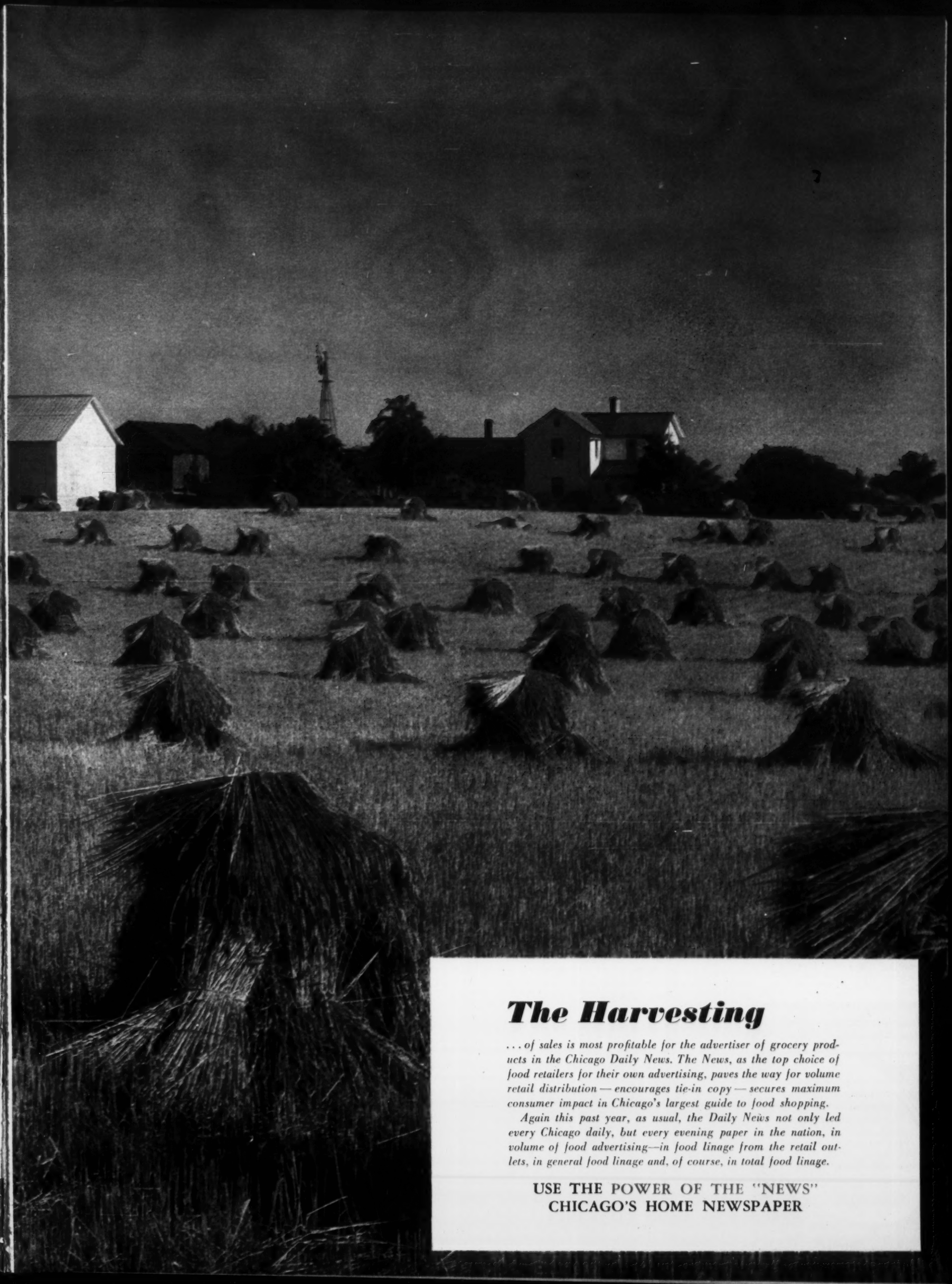
Bill has just inaugurated this section of the New Sound from Signal Hill. It's his first special project since returning from a six-month hitch in London as NBC news foreign correspondent. This was part of his prize for receiving the first annual Earl Godwin Memorial Award which goes to the newsman who "demonstrates the greatest degree of initiative, enterprise, judgment and professionalism in covering a news or feature story for the NBC Radio Network".

This is the kind of news treatment WDAF Radio stands for . . . and this is the kind of man it takes to get the job done. Bill would be the first to tell you that he's just one of *twelve* full time men and women who make our news coverage what it is.

People in six states understand it, appreciate it and *listen* to it. Why not hear it for yourself? The Christal Company men have audition tapes they'll be happy to play for you any time.

**This is Radio Moscow*





The Harvesting

. . . of sales is most profitable for the advertiser of grocery products in the Chicago Daily News. The News, as the top choice of food retailers for their own advertising, paves the way for volume retail distribution — encourages tie-in copy — secures maximum consumer impact in Chicago's largest guide to food shopping.

Again this past year, as usual, the Daily News not only led every Chicago daily, but every evening paper in the nation, in volume of food advertising—in food linage from the retail outlets, in general food linage and, of course, in total food linage.

USE THE POWER OF THE "NEWS"
CHICAGO'S HOME NEWSPAPER

Ad Managers Lose Staunch Friend in Lawler Resignation

CHICAGO, March 10—The "underpaid" advertising managers of companies throughout the U.S. have lost, at least temporarily, the support of one of their strongest supporters, John J. (Jack) Lawler.

Mr. Lawler, a veteran of more than 50 years in the advertising field—most of it as an agency executive—has resigned as a vp and account executive of Reincke, Meyer & Finn because of ill health, which he said has been aggravated by Chicago weather.

John J. Lawler

Mr. Lawler, who emphasized that he is not retiring, said he plans to live in Arizona or Mexico with his wife, Ethel. He said he might be available later for consultant work if his health improves.

■ "My principal fetish about the advertising business," he said, "is the low salaries that companies pay to their advertising managers. Many companies also do not tell their advertising executives what the objectives of an ad program are; the management team doesn't take the ad manager into its confidence.

"Because of this situation, ad managers have developed a complex. They dislike agency men, and they feel that the only thing an agency wants is commissionable print space."

Mr. Lawler maintained that companies should pay their advertising executives at least as much as their agency counterparts, and he asserted that the ad manager should be a member of the management team in his company.

■ Born in Milwaukee, Mr. Lawler became fascinated with the advertising field at the age of 15, when he took a $3 a week job as an errand boy in the advertising department of Gimbel Bros., Milwaukee.

Moving to Chicago when he was 19, Mr. Lawler sold for a photo engraver for three years before he joined a small agency as a copywriter. "I can't even remember the name of the agency," he said. "I was there just a short time before joining the old Street Railways Advertising Co., where I wrote copy for transportation ad cards."

He improved his copywriting talents later, during a tenure with the old Mumm, Romer Co. agency, in Columbus, O. He got his first crack at account work when he joined Western Advertising Agency, Racine. Some of his timely work saved a client of 36 years standing (Webster Electric Co., Racine) from switching its account, he recalls.

Mr. Lawler's next move was to the old Koch Co. agency, in Milwaukee, where he spent seven years, mainly doing account work. He moved to Chicago and Reincke, Ellis, Younggreen & Finn (now Reincke, Meyer & Finn) in 1934 as a writer and account executive.

■ He was hired away from the Reincke agency in 1938 by the late J. R. Hamilton, then president and owner of the old J. R. Hamilton Advertising Agency, Chicago. "I had been there only a few days when Mr. Hamilton took off for Florida on a vacation, leaving me in charge of the office," related Mr. Lawler. "I didn't see him again for four months."

When Mr. Lawler joined Hamilton, he brought along the Webster Electric account, which then was billing about $75,000. Mr. Lawler purchased controlling stock in the agency and became president in 1941, after the death of Mr. Hamilton.

When he sold the agency to Reincke, Meyer & Finn in 1953, it was billing $2,000,000, an impressive gain over the billings level of $168,000 which had existed when Mr. Lawler joined the agency 15 years before.

Mr. Lawler is a strong advocate of "nuts and bolts" advertising. "Industrial advertising always made good sense to me," he said. "In my opinion, it takes more brains and skill to create a good industrial ad than it does a consumer ad."

■ He feels that advertising in the future, in both the industrial and consumer fields, will contain more detailed and informative copy than in the past. He has high praise for Leo Burnett Co. and the excellent copy jobs that Burnett has done for its clients.

"People do have time to read good copy in ads," he said. "People are always seeking more informa-

WILLIAM CAMPBELL,
as Jerry Austin, riding the roads to adventure and action, as "Cannonball" Mike Malone's driver-partner-sidekick, in the new series by Robert Maxwell, famed creator of LASSIE!
CANNO

ADVERTISERS EVERYWHERE CLIMB ABOARD THE CANNONBALL SALES CARAVAN! FIRESTONE TIRES! GENERAL PETROLEUM! THE GREAT ATLANTIC & PACIFIC TEA CO.! WINN-DIXIE FOOD STORES! JOHNSON'S WAX! ROBIN HOOD FLOUR! SCHMIDT BEER! STANDARD RADIATOR COMPANY! MARY JANE BAKERIES! PRICE'S DAIRY! SHEPHERD'S LAUNDRIES! BURGER-KING! JORDAN JEWELRY! FACTORY MOTOR EXCHANGE!

A FEW TOP MARKETS ARE STILL AVAILABLE! DON'T BE DISAPPOINTED—WIRE TODAY FOR YOURS!

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

The ceramic field is so vast that it offers a big market for advertisers in just about every field! Investigate the ceramic sales potential today. Write for your free copy of the "Scope and Size of Ceramic Production in the United States".

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

tion about the products that they buy. And I think it is up to agencies to give the customers this information." #

Purity Cheese to Madison

Purity Cheese Co., Mayville Wis., has appointed Madison Advertising Agency, Madison, Wis., to handle its advertising and merchandising programs. Klau-Van Pietersom-Dunlap, Milwaukee, formerly handled the account. Purity's 1959 ad program will include newspapers in major markets, consumer and trade magazines and point of sale material.

Ridgway Opens in Memphis

Ridgway Advertising, St. Louis, is opening a Memphis branch in the Joyner-Rembert Bldg. It will be under the joint direction of W. L. Chesman, former vp at Erwin Wasey, Ruthrauff & Ryan, New York, and Ruth Taylor and Jan Gardner, formerly partners in Time & Copy, a Memphis agency.

L. J. Swain Incorporates

L. J. Swain Advertising, Whittier, Cal., has incorporated as L. J. Swain Advertising Inc. L. J. Swain, sole owner of the agency since its inception in 1951, is president. Jack Mealer, an account executive with the agency since 1956, is secretary-treasurer and an agency principal.

Stremmel Joins Electrosnap

David H. Stremmel has been named to the new position of director of marketing and media of Electrosnap Corp., Chicago, manufacturer of precision switches and missile check-out panels. He formerly was an account executive of Aubrey, Finlay, Marley & Hodgson, Chicago.

Polar Corp. Names Kreer

Polar Container Corp., Chicago, manufacturer of a new plastic food container, has appointed Henry B. Kreer & Co., Chicago, to handle its advertising.

Timken Promotes Peterson

Norman H. Peterson, formerly assistant ad manager of Timken Roller Bearing Co., Canton, O., has been promoted to ad manager, succeeding S. T. Salvage, who has been named general manager of the automotive division. W. Roderic Covey, formerly a copywriter in Timken's ad department, has been elevated to assistant ad manager.

Gillen to National Biscuit

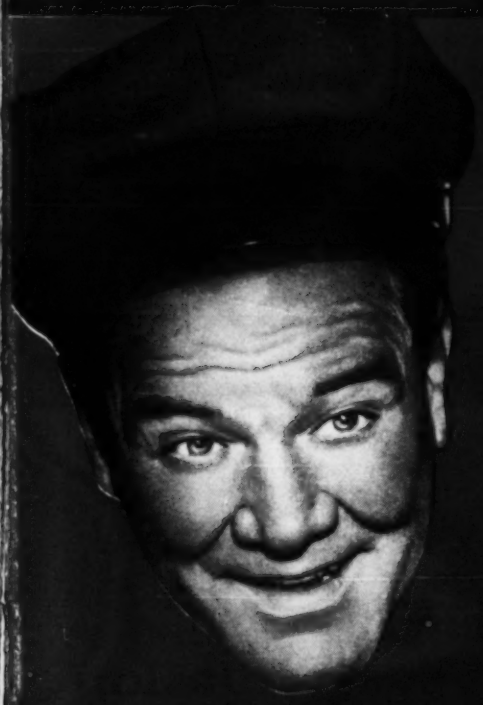
Robert J. Gillen Jr., formerly coordinator of advertising and merchandising and station relations manager of Hazel Bishop Inc., has joined National Biscuit Co., New York, as advertising manager of its bread division.

Sunbury to Lambert & Feasley

David H. Sunbury, formerly assistant research director of Warner-Lambert Pharmaceutical Co., has joined Lambert & Feasley, New York, as assistant to the director of research.

CANNONBALL RACES TO DYNAMIC ACTION–HUMAN INTEREST SALES RECORD! ONLY A FEW CHOICE MARKETS ARE STILL AVAILABLE! PHONE–WIRE COLLECT TODAY!

NBALL



PAUL BIRCH,
as "Cannonball" Mike Malone,
one of the rugged men
entrusted to maintain the
nation's commercial lifeline—
the long-haul truckers!

SOLD IN
MARKETS LIKE
Philadelphia
San Francisco
Detroit
Salt Lake City
Cleveland
Denver
Minneapolis-St. Paul
Columbus, O.
San Diego
Dallas-Fort Worth
Jacksonville
New Orleans
New Haven-Hartford
Seattle-Tacoma
Portland
AND 95 OTHERS!
EAST – WEST!
NORTH – SOUTH!

INDEPENDENT TELEVISION CORPORATION

ITC

488 Madison Ave. • New York 22 • PLaza 5-2100

My Mommy Listens to KFWB

More mommies, more daddies, more everybodies listen to KFWB around the clock in Los Angeles.

Hooper rates KFWB a fat first with a 32.4% share ... more audience than all four networks combined! Pulse confirms KFWB's leadership ... proving that KFWB leads the second station in the market by 33%, the third station by 42%.

Buy KFWB ... first in Los Angeles. It's the thing to do!

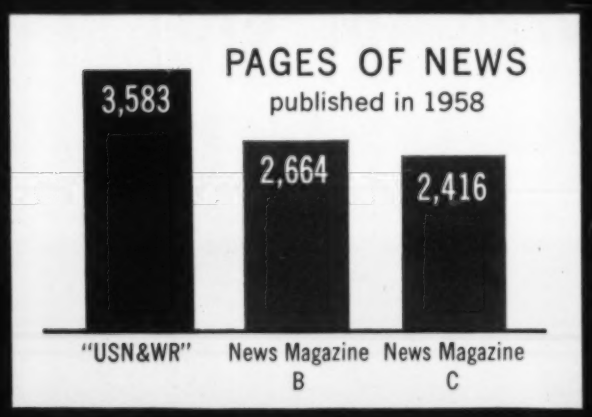
Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

MORE NEWS PAGES - MORE

More visibility for



...an average of 18 more pages per issue

Now more than 1,100,000 net paid circulation

SERVICE TO THE READER

the advertising

U.S. News & World Report
THE COMPLETE NEWS MAGAZINE

... for business and professional people – and their families

LAST YEAR "U.S.NEWS & WORLD REPORT" published 3,583 pages of news. That's at least 900 more pages than were published by any other news magazine—an average of about 18 more pages per issue.

Right here, in this simple fact of extra service to the reader, is one of the important reasons why this magazine has attained a weekly circulation of 1,100,000.

But even more important to advertisers is the fact that this 1,100,000 represents not just readers—but *leaders!* Four out of five subscribers hold managerial or supervisory positions. That gives them buying authority. Family incomes average $15,009—highest of *all* magazines with more than 1,000,000 circulation. That gives them buying power.

Bear in mind that "U.S.NEWS & WORLD REPORT" is devoted *entirely* to the essential news of our national life, including world affairs. Here is the *complete* news of substance—free from the inconsequential.

Here is the original and useful news that thinking people with the important jobs and the big responsibilities in business, industry, finance, government and the professions need and use. Their stake in the news is personal and big. In "U.S.NEWS & WORLD REPORT" they get more of this useful and essential news than is published anywhere else, much of it reported nowhere else.

The advantages to the advertiser are obvious. Because of the large number of news pages in "U.S.NEWS & WORLD REPORT" advertising messages are placed alongside useful news, where the advertising has the advantage of better visibility.

And it is logical to expect that in the magazine which attracts readers who seek *useful*, *essential*, and *complete* news they use in their business and personal planning, the advertising pages, too, will get thoughtful and useful attention.

This effective coverage of 1,100,000 important customers and prospects is available to advertisers at a per-thousand cost of only $4.97—lowest of any news magazine, lowest of any management magazine.

U.S. NEWS & WORLD REPORT

"Useful News for Important People"

For full information on how "U.S.NEWS & WORLD REPORT" covers your best customers and prospects, contact our advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

~~ABSOLUTELY~~ UNIQUE?

or, just how unique can you get?

Take *Farm Store Merchandising*. It's the *only* publication with complete, exclusive service to more than 30,000 farm store owners. So, if *Farm Store Merchandising* isn't absolutely unique, what is?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

ARF Adds Eight Members

Revlon Inc., Goodyear Tire & Rubber Co. and P. Lorillard Co. have joined the Advertising Research Foundation. In addition, the ARF has added two foreign members—Cia. Panamena de Alimentos Lacteos of Panama and the Institute of Advertising of Stockholm—and three academic members, University of Toledo, University of British Columbia and the School of Industrial Management at Massachusetts Institute of Technology.

Westinghouse Promotes Two

M. Leonard D'ooge has been named merchandise manager of the electric housewares department and Frank H. Ruth will succeed him in his previous position as merchandise manager of the fan department of Westinghouse Electric Co., Mansfield, O. Mr. D'ooge succeeds M. W. Byrne, who has been named portable appliance regional sales manager in New York.

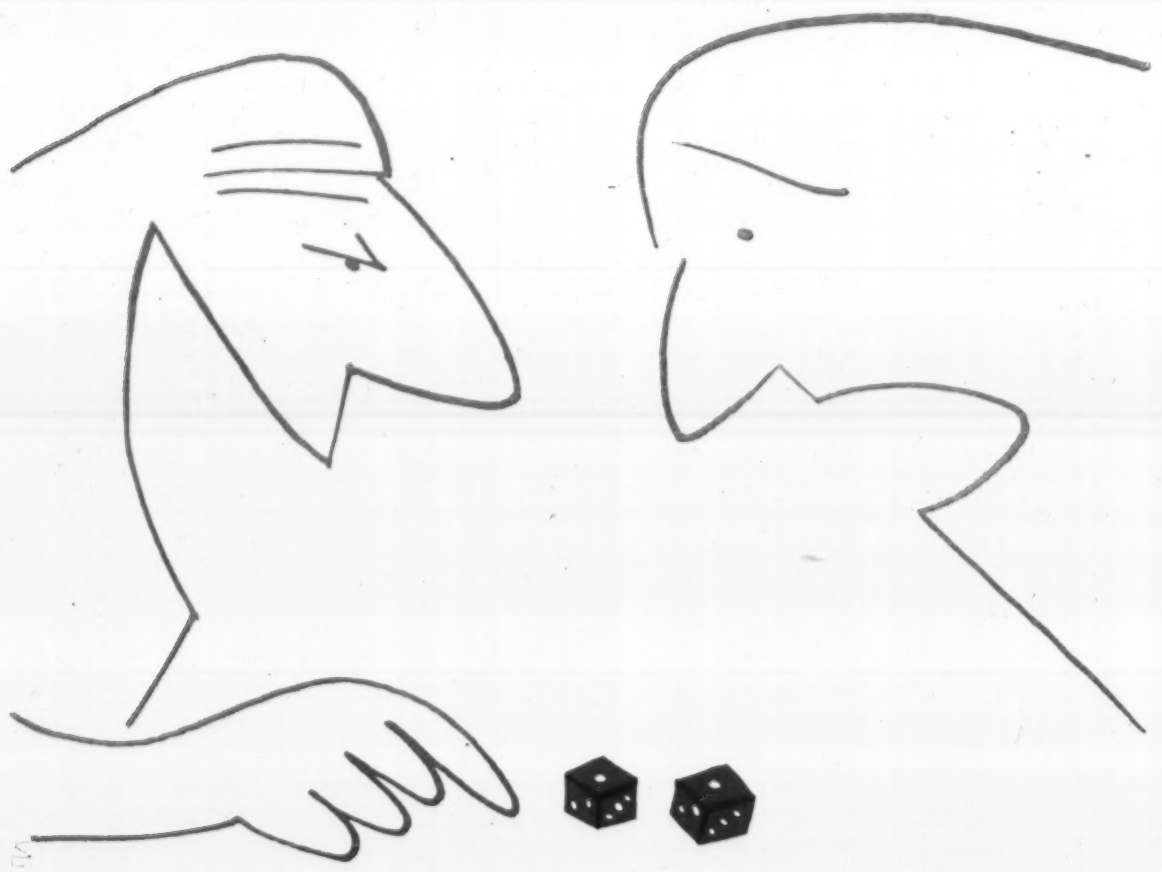
Sigler Leaving Best Co.

Carl H. Sigler, vp of Gordon Best Co., Chicago, is resigning effective May 15. Prior to joining Best, Mr. Sigler served in sales and advertising capacities with Grove Laboratores, Bauer & Black, Andrew Jergens Co., and Jones Metal Products Co.

Vulcan Ad Post to Mitchell

Vulcan-Cincinnati, chemical engineering and construction company, has named Clarence A. Mitchell ad director. He joined the company three years ago from the Crosley division of Avco Mfg. Co.

POMMES DE TERRE—*Pillsbury is testing these two new instant potato products—the first non-flour based product it has marketed—in Syracuse, Wichita and Sacramento (AA, March 2).*



"SNAKE EYES" MEANS YOU LOSE!

The double spot in radio advertising may be profitable for the station, but it's a losing proposition for the advertiser. *WJR does not double or triple spot.* Your advertising message never shares the listeners' attention with another commercial. By standing alone it has every opportunity to be heard, remembered and acted upon. It's the only way you get a fair shake for your advertising dollar.

Giving advertisers every opportunity to make the most of the time they buy is only part of WJR's policy. An equally important part is the fact that WJR bars the door to questionable advertising, products, or services. This costs thousands of dollars annually in advertising revenue, but has built a million dollars worth of confidence in WJR listeners. They know they can believe what they hear.

Don't gamble with your advertising dollar. Call your nearest Henry I. Christal representative and get all the facts on why adult listeners have made WJR the No. 1 station in the fifth richest market in America.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Business Publication Volume Off 3.9% in February, 'IM' Says

CHICAGO, March 10—Business publication advertising volume for February, 1959, trailed last year's February volume by 3.9%.

Totals at the end of February showed a drop of 4.8% (13,523 pages) from the volume reached at the end of the first two months of 1958. Pages for February dropped 3.9% (1,435) below the same month last year. These figures represent the combined volume of approximately 320 business publications reported monthly in *Industrial Marketing.*

As a group, export publications were hit hardest, showing a February decrease of 7.4% (84 pages). The year-to-date percentage dip was 10.4%, representing a 281-page loss.

Holding second place for the biggest loss are publications grouped under the industrial classification. Down in February by 5.2% (1,272 pages) these publications had a year-to-date percentage dip of 5.8% (2,756 pages).

Trade publications lost 4.5% (256 pages) in February, with an identical year-to-date percentage dip, representing a 495-page loss.

■ Breaking the negative pattern were those publications in the product news group, showing a 2.3% (57 units) increase for the month. For the year to date, these publications were down 3.3% (153 units).

Up for the month also were publications in the class group. They showed a 3.4% increase (120 pages) for the month, with a 2.4% increase (164 pages) in the year-to-date totals. #

Three Join Gent Agency

Gent Advertising Ltd., Leaside, Ont., has appointed Jack Jones public relations director; Phillip Reidford media director, and June Sinclair production manager. Mr. Jones formely was editor of *Motor Magazine.* Mr. Reidford previously was a media buyer for several Canadian agencies. Miss Sinclair previously was with Maclean-Hunter Publishing Co.

Nielsen Boosts Graf

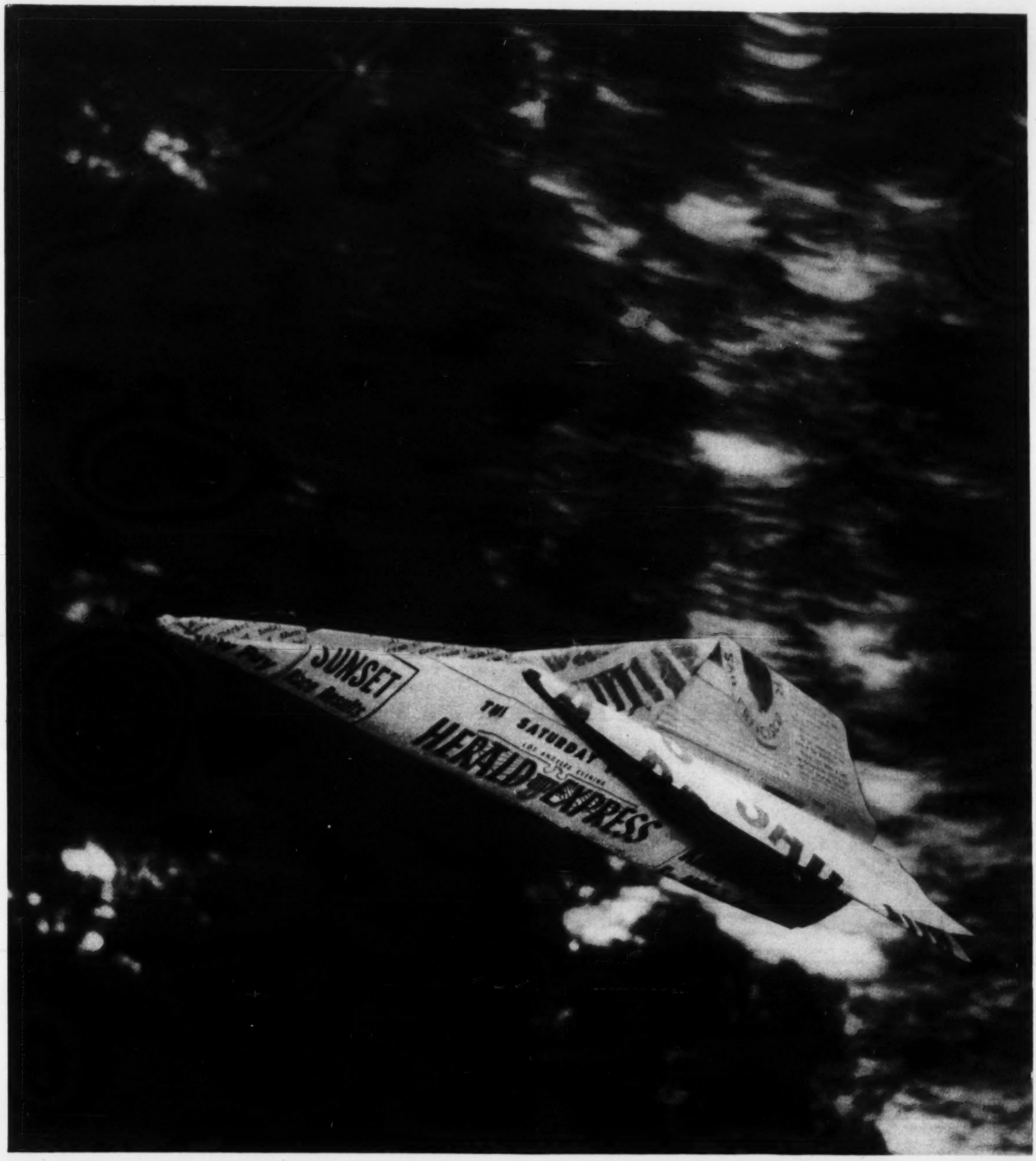
Franklin H. Graf has been named exec vp and a director of A. C. Nielsen Co., Chicago. Mr. Graf, formerly administrative vp, will direct all of Nielsen's U. S. food-drug operation.

Phalen Joins F&S&R

Charles C. Phalen, formerly with Needham, Louis & Brorby, has joined the copy and creative staff of Fuller & Smith & Ross, Pittsburgh.

Joshua Powers Moves

Joshua B. Powers Inc., New York, has moved to new offices at 551 Fifth Ave.



. . . and, night after night, the Herald-Express soars into more homes than any other evening newspaper in the West. Better make sure your advertising message goes along!

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

ADVERTISING'S BIGGEST PULL IS THE **KEL-O-LAND** HOOKUP!

Joe Floyd's unique television hookup carries your sales message to 103 counties, 221,810 tv homes, in 5 states.* (NCS No. 3). And it's 92% unduplicated saturation. All eyes are on your product, when you're on KEL-O-LAND.

One single-station rate card (KELO-TV) buys you all of KEL-O-LAND. Result—lowest CPM ever offered.

**South Dakota, Minnesota, Iowa, Nebraska, and North Dakota.*

CBS - ABC

JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres. • REPRESENTED BY H-R • In Minneapolis by Wayne Evans & Associates.

Truckers Ask Court to Drop Appeal of Railroads

The Pennsylvania Motor Truck Assn. and 40 trucking companies have asked the U. S. court of appeals, Philadelphia, to dismiss an appeal by eastern railroads from a verdict that favored the truckers.

Judge Thomas J. Clary found the railroads guilty of violating the Sherman anti-trust laws, dismissed their countersuit, and awarded damages of $652,074 plus $200,000 for attorney's fees, in 1957.

FCC Reassigns TV Permit to Philadelphia Church Group

The Federal Communications Commission has reassigned a uhf tv station construction permit from WKDN, Camden, N. J., radio station, to the Young People's Church of the Air, Philadelphia, interdenominational organization. The church group is paying WKDN $40,000 in the reassignment. WKDN abandoned the uhf operation as unprofitable.

California Enacts Bill to Protect Instalment Buyers

SACRAMENTO, CAL., March 10—A bill designed to "take the racketeers out of instalment buying" has been passed overwhelmingly by the California state assembly.

The assembly voted 72 to 4 in support of the bill introduced by Jesse M. Unruh, Democratic assemblyman of Los Angeles, who said that "California consumers who buy 65% of their goods on credit will be saved millions annually."

The measure, which now goes to the state senate, will close loopholes in the state's lending laws as far as they affect credit buying and will curtail exorbitant carrying charges.

Mr. Unruh's bill, supported by the California Retailers Assn. and the California Bankers Assn., covers instalment sales of both goods and services but excludes motor vehicles since other laws cover some aspects of car sales.

■ Should the bill be adopted by the senate a contract may no longer contain any blank spaces when signed by the buyer and must contain a warning in large print for the buyer not to sign before reading it.

Financing rates may not exceed $10 per $100 per year on the unpaid balance of the first $1,000 and $8 per $100 on any amount in excess of $1,000, except for a minimum charge of $12 if the term is over eight months and $10 if eight months or less. #

B&B Names Three Creative Executives, Two A.E.s

Benton & Bowles, New York, has expanded its creative department with the addition of three executives. Leo Higdon, formerly a copy supervisor with Leo Burnett Co., has joined B&B as a creative supervisor. Bernard Lubar, previously with McCann-Erickson, also has been named a creative supervisor. Jeremiah C. Harmon, formerly copy chief of the Pittsburgh office of Batten, Barton, Durstine & Osborn, has been named a copy group head.

B&B also has named T. R. Snyder and Gerry Germain account executives. Mr. Snyder formerly was with Ellington & Co.; Mr. Germain previously was with Kenyon & Baker.

Dailies Invited to Enter 29th Annual Ayer Cup Meet

Publishers of all English language daily newspapers in the continental U. S. and Hawaii have been invited to enter their newspapers in the 29th annual newspaper contest for the Ayer cup and other awards, sponsored by N. W. Ayer & Son, Philadelphia.

The week of March 16-22 is the period from which the contest day will be chosen by lot, after the week has ended. The Ayer Cup will be awarded to the newspaper judged best in typography, make-up and printing.

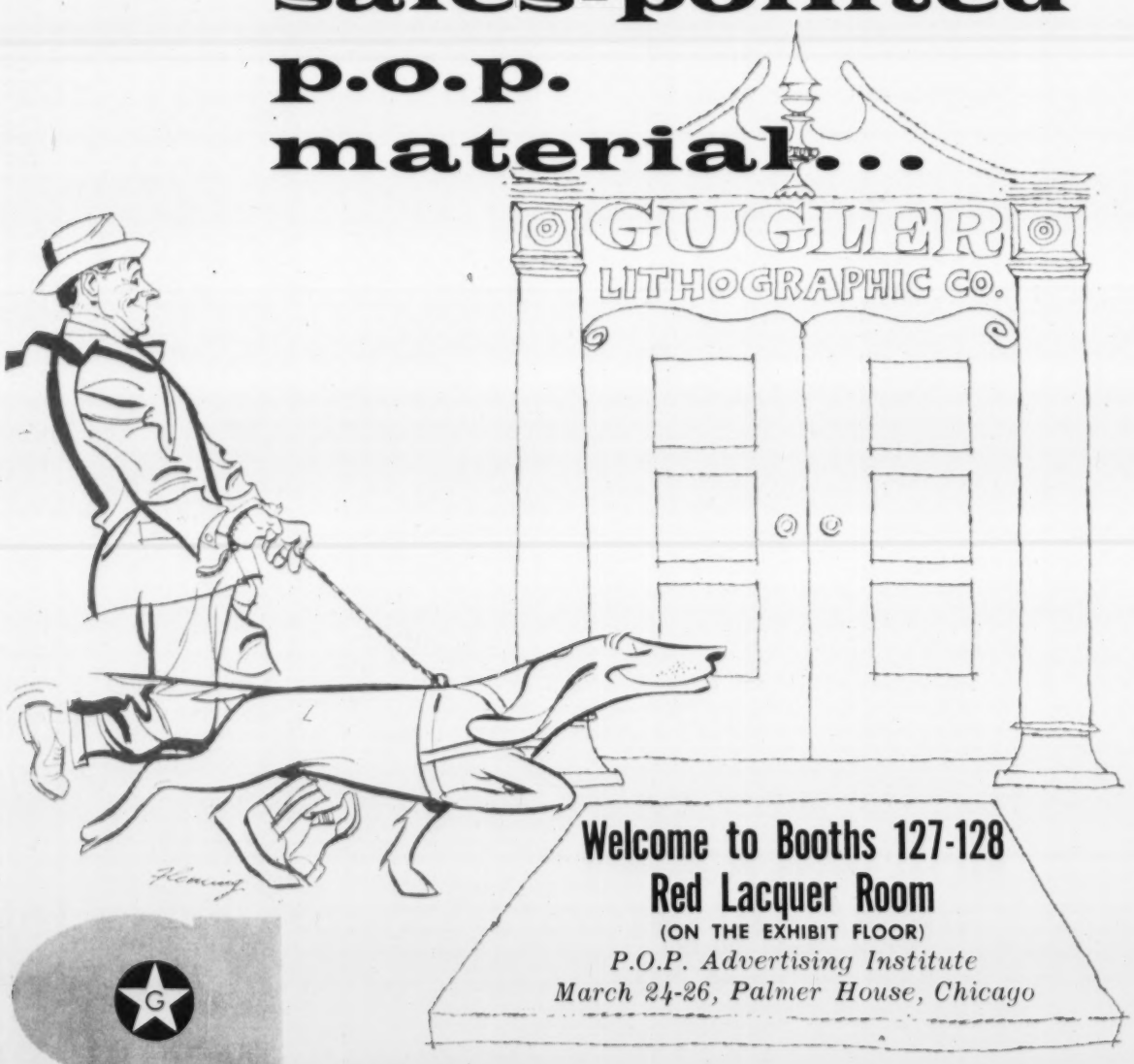
Revlon Sales, Net at Record

Alltime records in sales and earnings were set in 1958 by Revlon Inc., New York. Consolidated sales for 1958 were $110,363,070, a 16% increase over 1957 sales. Net profit after taxes was $9,688,307, an increase of less than 8% over 1957 profits. Earnings per share were $3.75, contrasted with $3.37 the previous year.

Rossano Joins Frank Agency

Nicholas A. Rossano, formerly assistant to the president of Hazeltine & Perkins Drug Co., Grand Rapids, Mich., has joined Clinton E. Frank Inc., Chicago, as an account executive.

the right point for sales-pointed p.o.p. material...



Welcome to Booths 127-128
Red Lacquer Room
(ON THE EXHIBIT FLOOR)
P.O.P. Advertising Institute
March 24-26, Palmer House, Chicago

Gugler LITHOGRAPHIC CO.

1339 NORTH MILWAUKEE STREET, MILWAUKEE, WISCONSIN

Sales Offices: New York • Chicago • Seattle • San Francisco • Los Angeles • St. Louis • Atlanta • Detroit • Houston • Tulsa

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© 1958 by The Chicago Tribune Syndicate

in METRO SUNDAY COMICS

you're always in top company

It's the *one* medium that *always* associates your product with top quality...with 100% friendly surroundings.

On the one hand, you'll be in the most read, best read section of the paper, enjoyed by everybody from statesmen and business men to stenographers and housewives.

You'll be flanked by such internationally loved characters as those in Peanuts, Steve Canyon, Li'l Abner and Dick Tracy.

And on the other hand by such nationally known corporations as those listed at the right.

Is it any wonder then, that so many consumers feel that...

Metro Sunday Comics advertising reflects the quality of your product!

JOIN THESE TOP ADVERTISERS IN METRO SUNDAY COMICS...

American Dairy Assn.
American Home Products Corp.
Armour and Company
Blue Bell, Inc.
The Borden Company, Inc.
Colgate-Palmolive Co.
The Cracker Jack Co.
Helene Curtis Industries, Inc.
Doubleday & Company, Inc.
Eskimo Pie Corp.
Fisher Flouring Mills Co.
Ford Motor Company
General Foods Corporation
The A. C. Gilbert Company
The Gillette Company
Harrison Home Products Corp.
Hawaiian Pineapple Company, Ltd.
Hobbs Hall House
Kellogg Company
Kraft Foods
Thos. Leeming & Co., Inc.
Lever Brothers Company
Joe Lowe Corporation
Mars, Incorporated
Philip Morris, Inc.
John Morrell & Co.
Morton Salt Company
National Biscuit Company
National Carbon Co.
The Nestlé Co., Inc.
Premium Associates
The Procter & Gamble Co.
Purex Corporation, Ltd.
The Quaker Oats Co.
Sawyer's, Inc.
Scripto, Inc.
Sterling Artco, Inc.
Swift & Company
Sylvania Electric Products, Inc.

METRO COMICS

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices:

260 Madison Avenue, New York 16, N. Y. • MUrray Hill 9-8200

CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

M57

THE REVOLUTION AT THE

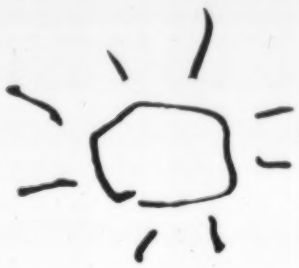
There's been a big change under way in America—a revolution at the upper level.

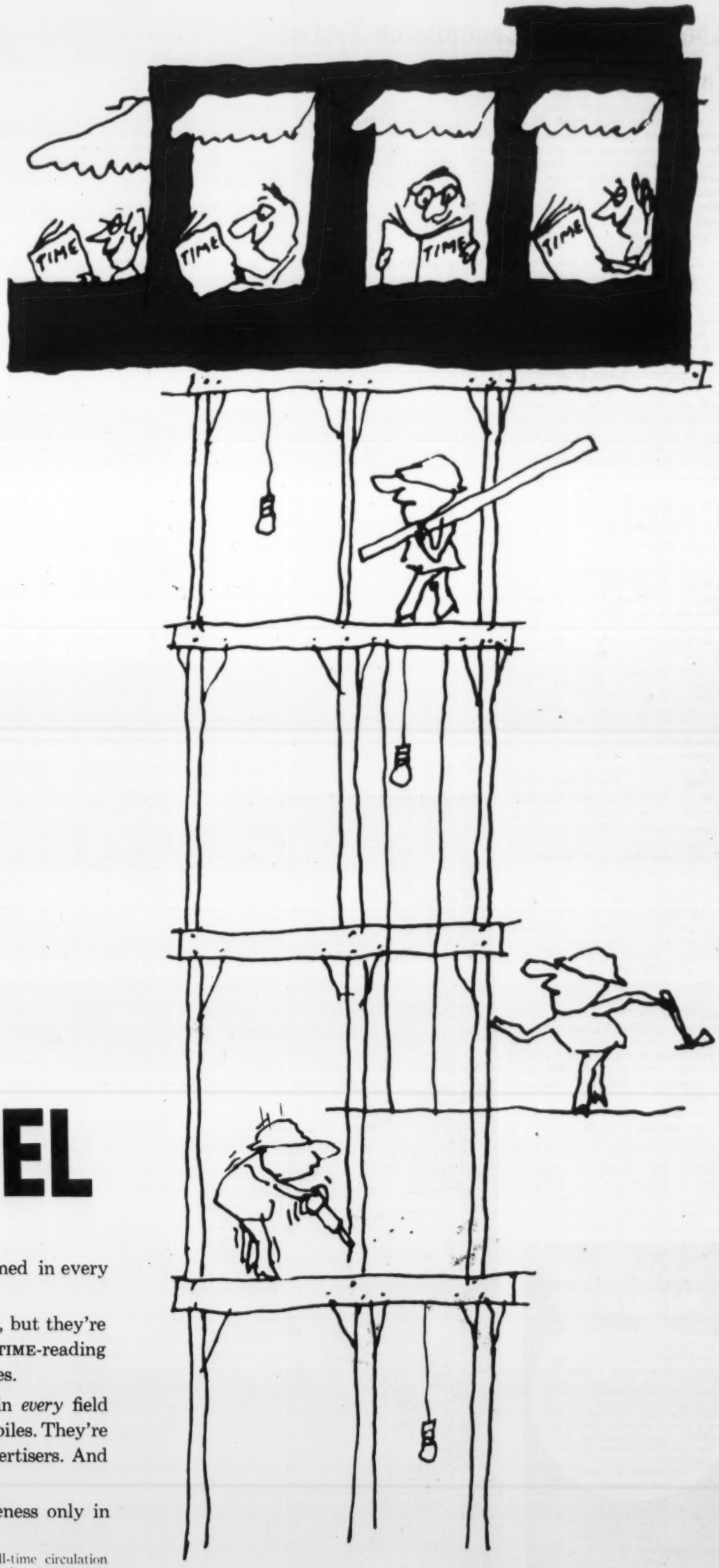
Today, there are between 8 and 10 million people who make success happen—to themselves and to the nation. A few years ago it was only half that many.

These millions are the executive and professional families who—today and tomorrow—make the decisions, establish the trends, set the styles of this nation both locally and nationally. Of course, they do it with the consent (and even the admiration) of their fellows.

Most of them spend a part of each week reading TIME. They

The revolution at the upper level, number 1





UPPER LEVEL

find they have to, in order to keep well informed in every significant, vital area of interest.

There are those who don't read TIME, of course, but they're surrounded by those who do. Surrounded by TIME-reading friends, business associates, colleagues and families.

Selling these millions makes the great years in *every* field from finance to fashion, from appliances to automobiles. They're the people who've done wonderful things for advertisers. And who can do more wonderful things for *you*.

They can be reached with maximum effectiveness only in the pages of their favorite magazine, TIME.*

*which achieved an all-time circulation high of 2,410,000 with its issue of March 2.

Abolish Agency Commission System, Form Ad Council, British Urged

(*Continued from Page 3*)

The aim of the book is to show how advertising is working and should work in a free society. It is described by the authors as a "contribution towards remedying the neglect of advertising by professional economists."

First of the study's five parts is historical and descriptive. It shows how British advertising has grown, is organized, and what it costs.

It shows that in 1938, $12.3 billion was spent by consumers on goods and services while a total of $200,200,000 was spent on advertising to the public.

■ In 1956, advertising expenditure is quoted as still being only 1.7% of the national income. This compares with 2.9% in the U.S. and 0.5% in Belgium.

Despite the emergence in the 1950s of a number of mammoth advertisers, there is little sign of advertising expenditure rising faster than the total consumer expenditure.

The only conclusion that can be drawn from these facts is that advertising appropriations are being spent more scientifically and more effectively than they were.

The study reports that total expenditure on advertising in Britain has been estimated at £334,000,000 ($935,200,000) in 1957. Probably half this amount passed through advertising agencies throughout the country.

In referring to mammoth advertisers who emerged during the 1950s, the study lists ten companies which spent $2,800,000 or more on press and television advertising during 1957.

■ On the cost of advertising to the consumer, the study considers whether the price of advertised products is increased to pay for promotion or reduced through resulting mass production. This is often a bone of contention in debates and arguments about the economics of advertising.

The report quotes a number of examples showing price reduction resulting from successful sales promotion. One is Lyons Swiss rolls, which sold 10,000 a week at 14¢ each before advertising. Shortly after a promotion campaign got under way, sales reached 600,000 weekly and the price dropped to 9¢.

It also referred to the free benefits small manufacturers often gain from the first half of a big manufacturer's advertising campaign—the part which takes the form of first interesting the public in a commodity before subsequently impressing them with a brand name.

Although large advertisers may often increase competitors' sales in this way, the survey says, certain sections of trade have developed into oligopolies, through heavy expenditure on advertising and promotion.

In 1948, for instance, when there were several hundred different detergents, Unilever, Hedley, Colgate-Palmolive, and the Cooperative Wholesale Society accounted for only 28% of the market. But by 1956 these four manufacturers held 97% of the market with the lion's share split between Unilever and Hedley.

Messrs. Harris and Seldon calculate that detergent advertising may account, at different times, for anything between 0.2¢ and 7¢ of the retail price of 27¢.

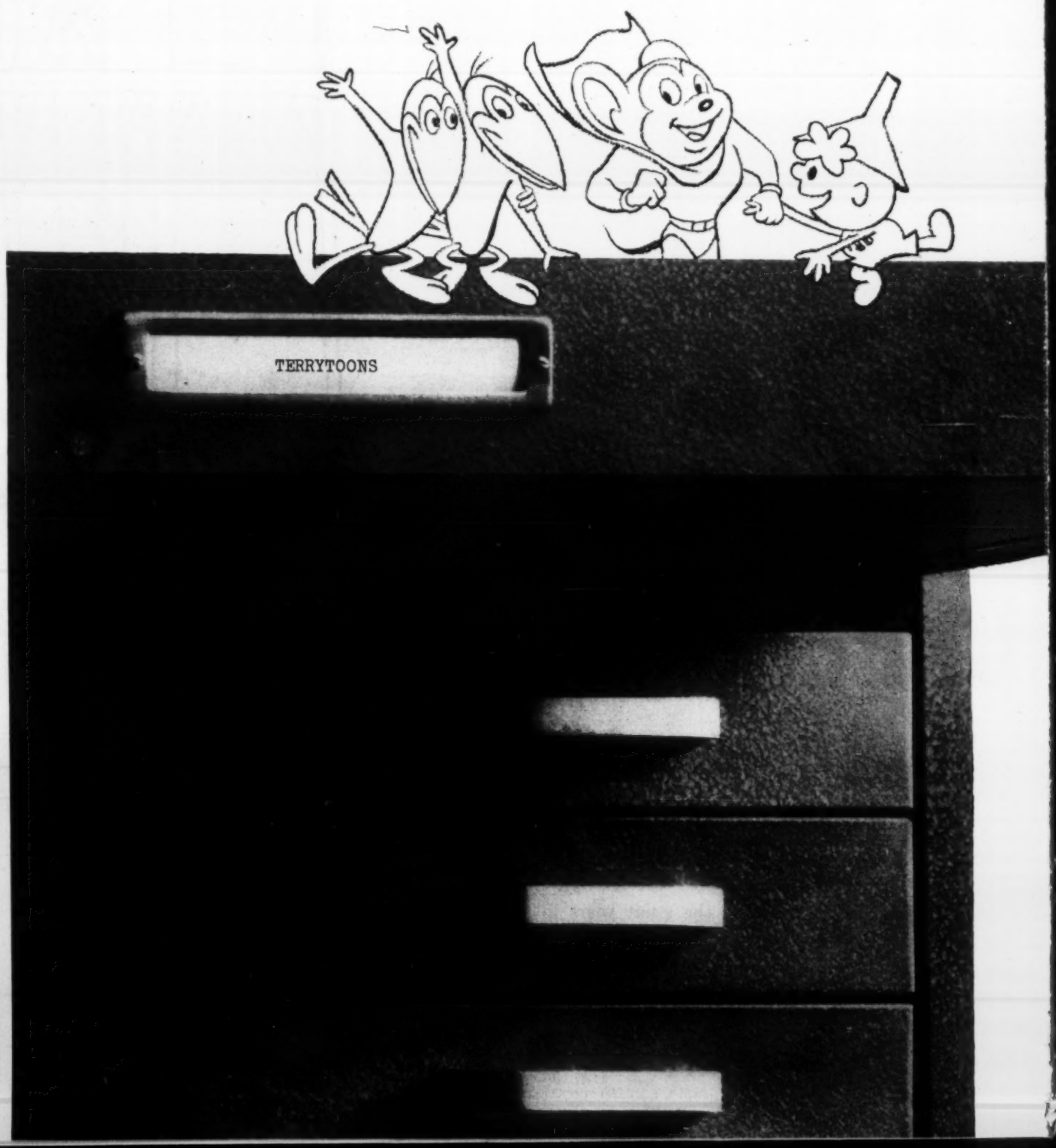
■ But they add that the larger advertisers generally spend a lesser percentage of their total turnover on advertising than do their smaller competitors. They point out the case of Procter & Gamble in the U.S. devoting under 6% of its sales volume to advertising compared with over 12% by Colgate-Palmolive, "whose turnover was a quarter of Procter & Gamble's, but whose advertising budget was more than half that of its competitor."

The second part of the study deals with arguments advanced by critics of advertising. These are mainly economic criticisms but the authors also deal with esthetic,

Top Ten British Advertisers: 1957

Advertiser	No. of product groups advertised	Expenditure (000,000 omitted) Press	Tv	Total
Unilever	50	$13.16	$ 7.84	$21.00
Beecham Group	32	3.64	7.28	10.92
Thomas Hedley	13	3.36	7.00	10.36
Imperial Tobacco	10	3.36	1.96	5.32
Cadbury Bros.	8	2.80	1.68	4.48
Reckitt & Colman	30	2.80	0.84	3.64
Mars Group (Mars and pet foods)	3	1.68	1.68	3.36
Nestle	9	1.96	1.12	3.08
Shell-Mex & BP (British Petroleum)	6	2.24	0.84	3.08
Colgate-Palmolive	11	1.96	0.84	2.80
Totals	172	$36.96	$31.08	$68.04

BACON KNOWS
MAGAZINES!
We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.
★ BUSINESS ★ FARM ★ CONSUMER
BACON'S CLIPPING BUREAU



ethical and political disparagements of advertising. The authors then deal with claims made for advertising by its supporters.

At the end of this section the authors explore the question, is advertising necessary? Their answer:

"Advertising expenditure may not be essential to the success of a firm that has other ways of making known its products and attracting sufficient customers, but unless the optimum scale has been achieved its success could be still greater.

"Whether or not formal advertising would pay dividends on the volume of 'untapped' custom and the cost of converting part of it into business through advertising, this can only be put to the test by repeated experimentation, a course upon which Marks & Spencer and Woolworth's appear to be embarking."

This is a reference to the recent entry of these two chain stores into the ranks of advertisers for the first time. The advertising activities of both chains have been limited so far and both appear to be approaching advertising in a spirit of experimentation.

■ The authors go on later to give advertising this whole-hearted testimonial:

"There can be no doubt that, used with discrimination, it is a necessary and valuable part of marketing in a modern industrial economy."

In Part 3, the authors review existing protections for consumers. And they warn advertisers that the consumer of today, with his increased education, experience, knowledge and sophistication, is on guard against exaggeration and deception.

The book is particularly outspoken in those sections, forming nearly one half the survey, dealing with "the evidence for advertising." These case histories and appendices deal with such subjects as the effect of an advertising tax on the press, restrictive practices in the printing industry, the battle for commercial television, public relations and the prices of advertised goods.

■ Dealing with the question of an advertising tax, the authors say:

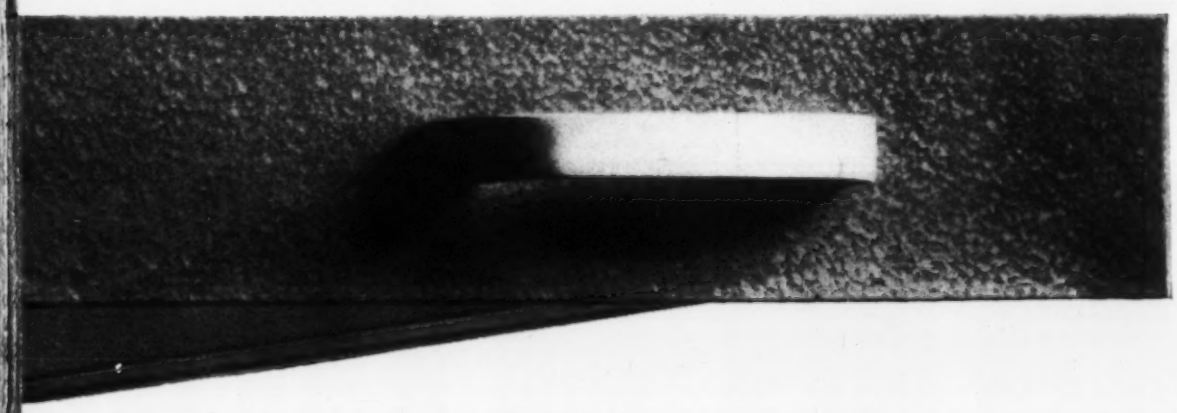
"It is no coincidence that the spread of a free press dates from the rise of commercial advertising 100 years ago.

"Whatever consequences an advertising tax would have for modern industry and commerce, its effects upon the British press could not be other than damaging and might prove disastrous."

One recommendation certain to lead to controversy is the suggestion that advertising agencies should reconsider the restrictions on their practices with a view to what is in the best interests of the advertiser and the public.

■ A further suggestion that "advertisers should be trusted to form their own judgment on ads by agencies and that they should not be denied the choice between competitive tenders that differ in cost as well as in the quality and range of service," is likely to be strongly resisted by practitioners. Many agencies are understood to feel that the business could use more competition and benefit from it, but they are afraid that following this suggestion would open the door to all sorts of abuses which would do the advertising agency business more harm than good. #

TOP DRAWER



Commercial television or television commercials, TERRYTOONS does both equally well.

On the CBS Television Network, TERRYTOONS-created "Mighty Mouse Playhouse" and "Heckle and Jeckle" consistently rank among the top-rated week-end daytime programs. And "Tom Terrific," created by TERRYTOONS especially for television, has an audience of more than 3.5 million viewers daily, as a regular feature of the "Captain Kangaroo" show. (Nielsen)

This same ability to captivate millions can perform for you. For TERRYTOONS' full-time staff of nearly 100 artists, musicians, writers and technicians is at your service to create commercials combining entertainment savvy with creative, hard-hitting selling. Name your format: lowbrow or sophisticated; full animation, semi-animation, or animation mixed with live action. TERRYTOONS does the job for you...any or all of it!

Dozens of major agencies and advertisers have turned to top drawer TERRYTOONS for best-selling commercials. Why don't you?

A Division of CBS FILMS INC. TERRYTOONS

Savannah

GEORGIA'S BIG NO. 2 MARKET

THE SAVANNAH MORNING NEWS AND EVENING PRESS SERVE OVER HALF-MILLION PEOPLE SPENDING A HALF-BILLION $$$

Population	546,560
Retail Sales	$497,780,000
Buying Income	$671,553,000

In every major category, Savannah's impressive multi-million dollar sales are second only to Atlanta. Heart of a 27-county Coastal Empire, Savannah dominates a self contained trading area miles from the influence of other metropolitan sales forces.

Source: Editor & Publisher 1959 Estimates.

●

BLANKET THE COASTAL EMPIRE WITH THE ONLY LOW-COST TOTAL SELLING MEDIUM IN SOUTH GEORGIA!

NEWS-PRESS COVERAGE

Morning & Evening (65,000 unduplicated family coverage)	78,336*
Sunday & Evening	88,571*

*ABC Audit Report 3/31/58

And in 1959 with the highest circulation in its history, the News and Press are reaching 95% of the City Zone and 54% of the Retail Trading Area families.

NATIONALLY REPRESENTED BY

WARD-GRIFFITH COMPANY, INC.

Detroit Jewelry to Ruben

Detroit Jewelry Sales Associates has named Ruben Advertising Agency, Detroit, to handle its advertising and public relations. The associates sponsor the Detroit Jewelry Show to be held March 22-23.

Hitchcock Names McCabe

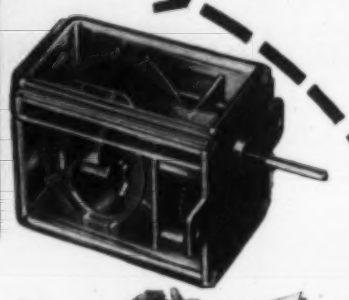
Hitchcock Publishing Co., Wheaton, Ill., has appointed Jack McCabe a district manager in its central division. Mr. McCabe formerly was with *Domestic Engineering* and *Institutions Magazine*.

Forbes to Robert Whitehill

Jean Forbes, formerly director of publicity for Richards Morgenthau Co., has joined Robert Whitehill Inc., New York agency, as head of its new publicity department.

another famous name* in action!

powered by a
HANKSCRAFT
Battery-Operated
ROTARY DISPLAY MOTOR



*McKesson & Robbins, Inc., one of the world's largest drug supply firms, uses a Hankscraft battery-operated rotary motor to power this eye-catching "Merry Christmas" drugstore promotional centerpiece. Like all Hankscraft-powered displays, it runs for weeks without attention — moving the message that moves the merchandise!

Hankscraft will gladly recommend the best motor for your particular display use. Send us a cutout dummy and rough sketch. We'll return them together with our report — no obligation, of course!

HANKSCRAFT COMPANY
DISPLAY MOTOR DIVISION
Reedsburg, Wisconsin

THAT AWAY!*

Saturday Evening Post circulation is going that-away—straight up! Up over 6,000,000! That's vitality, pardner!

The Post is hotter'n a rocket!

A CURTIS MAGAZINE

Videodex Network TV*

Feb. 1-7, 1959

Copyright by Videodex Inc.

Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	39.4
2	Wagon Train (Ford, National Biscuit Co., NBC)	37.2
3	Danny Thomas Show (General Foods, CBS)	36.2
4	Perry Como Show (Several sponsors, NBC)	35.8
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.6
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	34.2
7	Maverick (Kaiser, Drackett, ABC)	33.7
8	Loretta Young Presents (Procter & Gamble, NBC)	32.6
9	Perry Mason (Several sponsors, CBS)	32.3
10	Goodyear Theater (NBC)	32.1

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	14,066
2	Wagon Train (Ford, National Biscuit Co., NBC)	13,206
3	Danny Thomas Show (General Foods, CBS)	13,141
4	Perry Como Show (Several sponsors, NBC)	13,031
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,145
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	11,594
7	Maverick (Kaiser, Drackett, ABC)	11,492
8	Loretta Young Presents (Procter & Gamble, NBC)	11,801
9	Perry Mason (Several sponsors, CBS)	10,950
10	Goodyear Theater (NBC)	11,203

* Homes viewing in cities where program is telecast.
** Listed in sequence of rating level from first list.

ARB Network TV Ratings

Week of Feb. 2-8, 1959

Copyright by American Research Bureau

PROGRAM POPULARITY

Rank	Program	Rating*
1	Wagon Train (Ford, National Biscuit Co., NBC)	47.8
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	43.5
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	39.6
4	Maverick (Kaiser, Drackett, ABC)	38.6
5	Perry Como Show (Several sponsors, NBC)	38.0
6	The Real McCoys (Sylvania, Procter & Gamble, ABC)	36.3
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.8
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	35.3
9	The Price Is Right (Lever, Speidel, NBC)	35.0
10	Loretta Young Presents (Procter & Gamble, NBC)	34.9
10	Perry Mason (Several sponsors, CBS)	34.9

TOTAL VIEWERS REACHED

Rank	Program	(000)**
1	Wagon Train (Ford, National Biscuit Co., NBC)	54,630
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	48,130
3	Maverick (Kaiser, Drackett, ABC)	44,430
4	Perry Como Show (Several sponsors, NBC)	42,790
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	39,070
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	39,000
7	The Real McCoys (Sylvania, Procter & Gamble, ABC)	38,530
8	Perry Mason (Several sponsors, CBS)	38,460
9	Wyatt Earp (General Mills, Procter & Gamble, ABC)	35,430
10	Danny Thomas Show (General Foods, CBS)	35,080

* Percentage of homes reached in markets where a show appeared.
** Total number of persons viewing program.

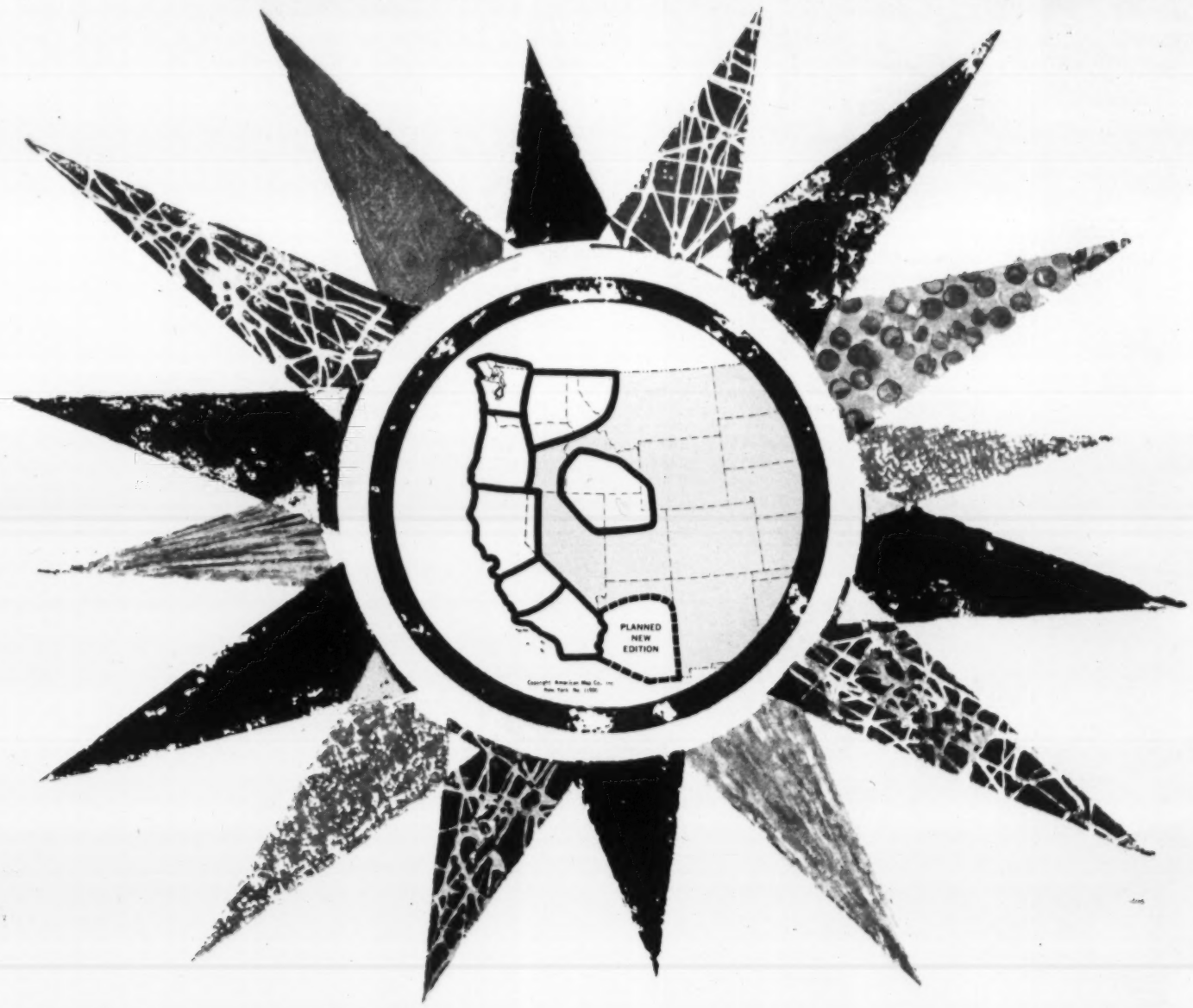
SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
713 FEDERAL STREET • CHICAGO 5, ILLINOIS

CIRCULATION OF TV GUIDE WEST COAST COMBINATION NOW EXCEEDS 1,000,000



...and FULL COLOR PAGES are available to advertisers

In numbers *and* in quality, TV GUIDE gives you West Coast circulation far and away above anything any other weekly magazine can offer. The West Coast combination passed 1,000,000 (publisher's estimate) for the issue of February 7. And 78% of this huge total represented single-copy sales—families who paid 15c to take TV GUIDE home. More than 515,000 of the purchases were made in West Coast food stores, where the magazine ranks as one of the fastest-turnover items in stock.

The TV GUIDE West Coast combination is made up of the editions for Southern California, Central California, Northern California, Oregon, East Washington State, West Washington State, and Utah-Idaho. An Arizona edition will be started next August.

TV GUIDE now offers West Coast sectional advertisers every advantage of national magazine exposure, *including full-color pages.* And best-sellers like Lucky Lager and General Foods are exploiting it.

TV GUIDE's b&w page rate—$1950—gives you the lowest page cost per M of any major magazine serving the West Coast.

The magazine which does such an outstanding job of selling itself will do an equally outstanding job of selling for *you!*

TV GUIDE

Offices in
Los Angeles
San Francisco
Seattle
Portland
Salt Lake City

NATIONAL CIRCULATION NOW OVER 7,000,000*

*Publisher's estimate

announcing

flight

See page 80

Merchandising Ideas

Ross Roy Uses Spicy Program • Using a "spicy" direct mail campaign to dramatize the variety of its marketing services, Ross Roy Inc., Detroit, reports it has passed the 1,000 mark of advertising and sales executives who have received and responded to the 12 special

SPICY CAMPAIGN—*The Ross Roy direct mail information campaign on its services began with a spice rack and one bottle of spice. The rest of the spices were sent at intervals until the rack was filled.*

mailings. Mauri Vaughn, Ross Roy creative director, advanced the idea of using spices to garnish an information campaign on agency marketing services. The program was drawn up and to date, 325 advertisers have received all or part of the aromatic promotion. The first mailing, a 9x11" colonial spice rack and a bottle of "idea salt," was followed at 10-day intervals by other spices and letters, until the rack was filled with 12 different spices. A follow-up which completed the set was "The Spice Sampler," a recipe book by Edith M. Barber.

With spices supplied by John Wagner & Sons, Ross Roy designed and used special labels instead of Wagner's regular front labels on the bottles. Among the labels are "personnel parsley—contains a rare blend of talented individuals, plentiful supply available"; "creative ginger—stir plenty of the pungent spice into every advertising dish"; "sell-ery (celery) seed—a precious marketing staple derived from the sales training plant"; "public relations paprika—use as attractive garnish for all marketing cuisine."

Ross Roy reports the responses to the direct mail drive have been unanimously favorable, including some invitations for the agency to make advertising presentations.

Moore Dealers Get Calendar • A merchandising calendar which presents the entire 1959 advertising and merchandising program of Benjamin Moore & Co., New York paint manufacturer, is being distributed to Moore dealers. The calendar covers the year's national magazine advertising, specifying the approximate publication dates of scheduled advertisements. Each ad is the nucleus of a campaign for which a variety of supplementary merchandising material is available. The calendar also includes suggestions to enable the dealers to correlate their own promotional efforts with Moore's national advertising and illustrates window and store displays, newspaper mats and other merchandising aids which are available to the dealers.

MERCHANDISING CALENDAR—*A. A. Stevenson, eastern division district sales manager of Benjamin Moore & Co. (left), shows a new calendar which presents the company's 1959 ad and merchandising program to J. L. Kraniak, Moore sales representative.*

KCP Sends Display Piece • In a unique direct mailing piece Kansas City Poster Display Co. tells customers and prospective customers that "we handle the complete package—from the display piece right down to the corrugated mailing carton and shipping labels." To prove this, the Kansas City promotion piece was a small corrugated carton, printed in four brilliant colors inside. When opened, the box revealed a large drawing of a man who represented KCP. His message advised turning "your display printing problems over to the experts at KCP."

Corro-Bags Hold Goldfish • Editors around the country received a small box in the mail the other day. Inside was a letter from Sherman Paper Products, Newton, Mass., and a bag containing two live goldfish. The letter began, "I hope that the enclosed goldfish will dramatically indicate to you the protective cushioning qualities of Sherman Paper Products' new improved Corro-Bags." The letter went on to describe other qualities of the new bag—light in weight, meaning lower postage; a double folded glued end closure, and ease of inserting contents. (Editor's note: Of the four fish received by editors of ADVERTISING AGE, three still are merrily swimming around a new container, a fish bowl.)

Reaches 80,000 families ... plus

Meet "Colonel Clajack" . . . the man who can put your sales message into an average of 81.3% of all homes in towns of 1,000 or more people within the 24-county retail trade zone of Jackson, Mississippi. That's the heart of the Mississippi market . . . accounting for 37.5% of all retail sales in the state!

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

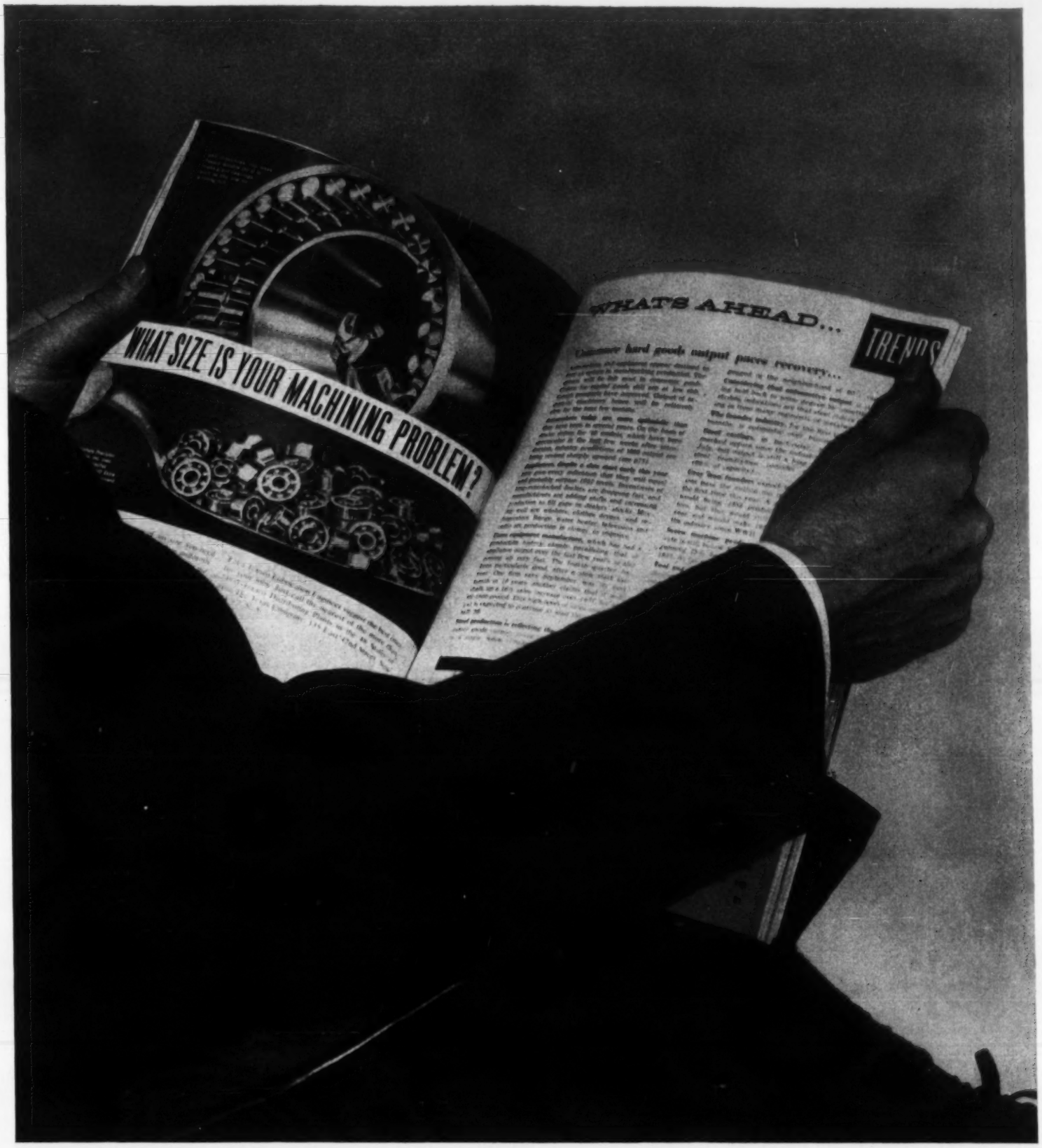
Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

SILVERDOMES—*The Silverdomes holiday promotion for Old Mr. Boston cordials and flavored brandies is being continued with this display in selected markets. The threaded bottle tops are given with the cordials and brandies at no extra cost.*

Water Skiing Booklet Offered • Evinrude Motors, Milwaukee, is publishing a new booklet, "Water Skiing," that will be made available free to the public through Evinrude dealers. The booklet, by Tom and Janie Dorwin, who hold water ski championship titles, is done in the adult comics book style. It takes the prospective water skier through a step-by-step procedure for the beginner and includes instruction for the boat driver and a ski selection chart. As an introduction it says, "Here's how to enjoy this fastest growing water sport with your Evinrude outboard motor."



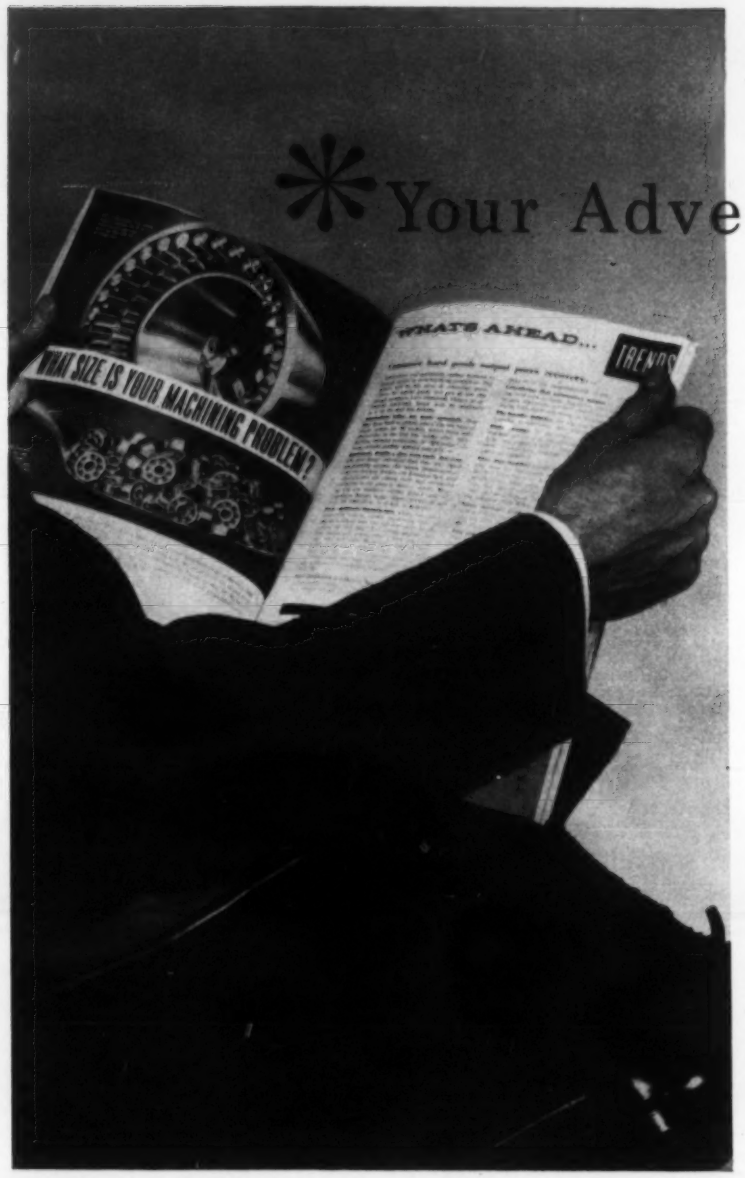
Does your advertising actually sell products?

...THE MEN WHO BUY CAN TELL YOU!

What happens when prospects read your ads? How can you gauge their effectiveness? To help you find out, we go directly to the men who pay to read McGraw-Hill publications . . . ask them how they react to your advertisements.

Here's what your customers say

*Your Advertising in McGraw-Hill



These are direct quotes from readers. They are part of continuing readership studies sponsored by McGraw-Hill, including our own "Reader Feedback," and Starch and Mills Shepard. They bring into sharp focus this basic truth: advertising is a primary tool in selling to business and industry. Your McGraw-Hill representative will gladly furnish additional evidence on request.

* "This ad was very useful to my firm. We hadn't realized the advantages, and after getting in touch, found the cost much less than we had expected."

Partner,
Financial Firm

* "This ad hasn't solved a problem for me, but it probably will. I've given the O.K. to put in a sample frame."

General Manager,
Textile Mill

* "We were having a lot of breakage before we started to use these bits. I passed the information in the ad on to the superintendent, and he OK'd ordering them."

Assistant Mine Foreman,
Steel Co.

* "This ad is attached to a report I am making for our company on cost cutting."

Chief Engineer,
Wire Racks and
Baskets Manufacturer

Publications SELLS Your Products!

"I was interested in that ad; I'm going to find out more about the instrument. In fact, I'm going to visit their factory."

Assistant Chief Explorer,
Mineral Development Company

"The ad showed me that I could use another type of valve. We have already requisitioned the purchase, and the valves will be installed."

Process Engineer,
Chemical Company

"We have gotten some oils I saw advertised. They are holding up remarkably well."

New Product Development Manager,
Metal Products Manufacturer

"We've approved its use as a result of this ad."

District Manager,
Oil Company

"We were having a problem with clearances of fasteners and saw this ad. I referred the idea to the Purchasing Department and they ordered it."

Chief Manufacturing Engineer,
Jet Engine and
Missile Component Manufacturer

"The ad was very timely because we are . . . having trouble. It certainly looks easy to reach almost impossible spots with that tool, and we have sent for more information and will see their representative soon."

Assistant Works Engineer,
Electrical Equipment Manufacturer

"We had been having trouble with motors, and this ad looked like the one we needed. I wrote for figures and information, had it sent directly to our engineers. They will take it from there."

Treasurer,
Food Processing Company

"We're running up against a similar problem to the one in the ad . . . looking for something to correct it and prevent its happening again. I intend to get in touch with these people."

Purchasing Agent
Air Conditioning
Equipment Manufacturer

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

Santa Fe Boosts Vacation Travel in Magazine Ads

The Santa Fe Railway has scheduled two magazine ads to promote vacation travel in an attempt to "meet private automobile competition head on." A color spread with a coupon offering a free folder appears in *Life* March 9 and will run in modified form in the April *Reader's Digest*.

Leo Burnett Co., Chicago, is the agency.

Reed/Warren Opens in York

Reed/Warren Advertising & Public Relations, Philadelphia, has opened a service office in York, Pa. J. Albert Muffitt, formerly of New York, will manage the office.

Plummer to Myers, Anderson

Plummer Ltd., New York, retail store specializing in china, crystal and silverware, has appointed Myers, Anderson & Strong, New York, to handle its advertising, effective April 1. Magazines and newspapers will be used in the new campaign. Galbraith-Hoffman Advertising is the present agency.

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype

in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

EAST

NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY
WASHINGTON	ROCHESTER
PITTSBURGH	BUFFALO
BALTIMORE	SYRACUSE
PHILADELPHIA	BINGHAMTON, N.Y.
PROVIDENCE	(Opens early 1959)
ATLANTIC CITY	

MIDWEST

CHICAGO	INDIANAPOLIS
DETROIT	FRENCH LICK, Ind.
CLEVELAND	RAPID CITY, S. D.
CINCINNATI	SIOUX CITY, Iowa
ST. LOUIS	SIOUX FALLS, S. D.
OMAHA	CEDAR RAPIDS, Iowa
AKRON	

SOUTH

LOUISVILLE	AUSTIN
DALLAS	MOBILE, Ala.
(Opens early 1959)	

WEST COAST

SAN FRANCISCO	PORTLAND, Oregon
LOS ANGELES	(Opens fall 1959)
PASADENA	

CANADA

MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.

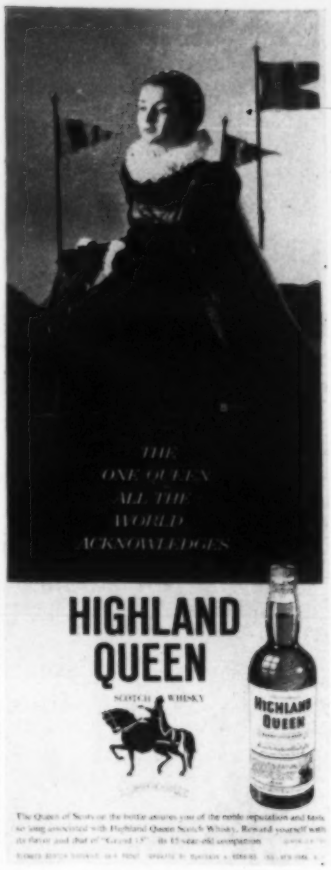
Old Milwaukee Beer Gets $1,000,000 Ad Push in Michigan

DETROIT, March 10—The first month's marketing of Jos. Schlitz Brewing Co.'s Old Milwaukee beer in Michigan, where the company intends to spend $1,000,000 in initial promotion of the brand, indicates promising results in the face of adverse conditions.

This was the statement of Chester B. Margerum, general manager of Old Milwaukee, as the first month's trial period drew to a close March 1. He attended a press and advertising conference here and outlined further promotion plans for Michigan, including schedule of a personal appearance tour through the state by Penny Kunard of Chicago, picked to personify the new label. She came here to meet Mayor Louis Miriani of Detroit and other Michigan dignitaries. #

Powell, Schoenbrod Adds 1

Evans Food Products Co., Chicago potato chip, popcorn and food specialty manufacturer, has appointed Powell, Schoenbrod & Hall, Chicago, to handle its advertising. A regional radio campaign, supported by newspapers, is being planned.



A QUEEN RIDES FORTH—*McKesson & Robbins will break this ad for its Highland Queen scotch in the March 16 issue of U.S. News & World Report with the claim that it will be the first to use a woman in an ad for scotch whisky. Kenyon & Eckhardt is the agency.*

New ROP Color Service Offers Six Copy-Testing Opportunities to Advertisers

- **Twin survey project will reveal use-of-product data in relation to readers**
- **Insert ads in these newspapers on these dates for *FREE* readership and product data**

Wednesday Dates						
Philadelphia Bulletin	April 8	May 6	June 24	Sept. 9	Oct. 28	Dec. 2
St. Paul Dispatch	April 8	May 6	June 24	Sept. 9	Oct. 28	Dec. 2
Thursday Dates						
Boston Globe	April 9	May 7	June 25	Sept. 10	Oct. 29	Dec. 3
Chicago Daily News	"	"	"	"	"	"
Chicago Sun-Times	"	"	"	"	"	"
Columbus Dispatch	"	"	"	"	"	"
Houston Chronicle	"	"	"	"	"	"
Lansing State Journal	"	"	"	"	"	"
Long Beach Press-Telegram	"	"	"	"	"	"
Milwaukee Journal	"	"	"	"	"	"
Newark Star-Ledger	"	"	"	"	"	"
St. Louis Post-Dispatch	"	"	"	"	"	"
San Jose Mercury	"	"	"	"	"	"
Washington Post & Times Herald	"	"	"	"	"	"
Friday Dates						
Oklahoma City Oklahoman	April 10	May 8	June 26	Sept. 11	Oct. 30	Dec. 4

Simultaneous readership surveys (includes 40 interviews with only housewives) will be made in all cities on the day after the survey issue. An identical second survey with a new sample of readers will be made five days after the survey issue to determine Retention Values of ad. To obtain full ratings, ads must appear in 13 of the 15 newspapers. To receive readership by product users, ads must appear in all 15 newspapers. If an advertiser does not have national distribution, he may obtain regional data by inserting ads in all newspapers where his product is distributed. However, because of the smaller number of readers in a regional sample, detailed breakdowns will not be meaningful and therefore not reported unless special arrangements are made.

All insertion orders for the above dates should be sent directly to the newspapers listed, observing normal deadlines. Correspondence concerning the surveys, survey dates and any other questions should be directed only to Publication Research Service. **Deadlines for advertiser's product question will be one week before the survey date.**

PUBLICATION RESEARCH SERVICE

176 W. Adams St., Chicago 3, Ill. Carl J. Nelson, Director Phone: RAndolph 6-6022

Consumer-Oriented Marketing Stresses Profit, Says Seares

NEW YORK, March 10—The new marketing concept has resulted in "a basic change in emphasis" for a marketer, "from selling what it makes to making what will sell."

This opinion is voiced by Al N. Seares, president of National Sales Executive—International, writing in his monograph, "Scientific Management of Marketing Operations," published by the Society for Advancement of Management.

"The first and perhaps key point" in explaining what the marketing concept means to management, Mr. Seares writes, "is that marketing operations should begin, as well as end, with the customer."

In further explanation of the marketing concept, he writes: "Marketing operations are planned on the basis of expected profits, rather than merely sales volume. Return on investment is the criterion used to gauge the desirability of alternative programs." #

Lescarboura Names Hoyt

L. Arthur Hoyt, formerly ad manager of the technical product division of Allen B. Du Mont Laboratories, has joined Lescarboura Advertising, Ossining, N. Y., as a client contact executive. Lescarboura has been named to handle advertising for Times Wire & Cable Co., Wallingford, Conn., an affiliate of International Silver Co.

Hearst Hails Hailey

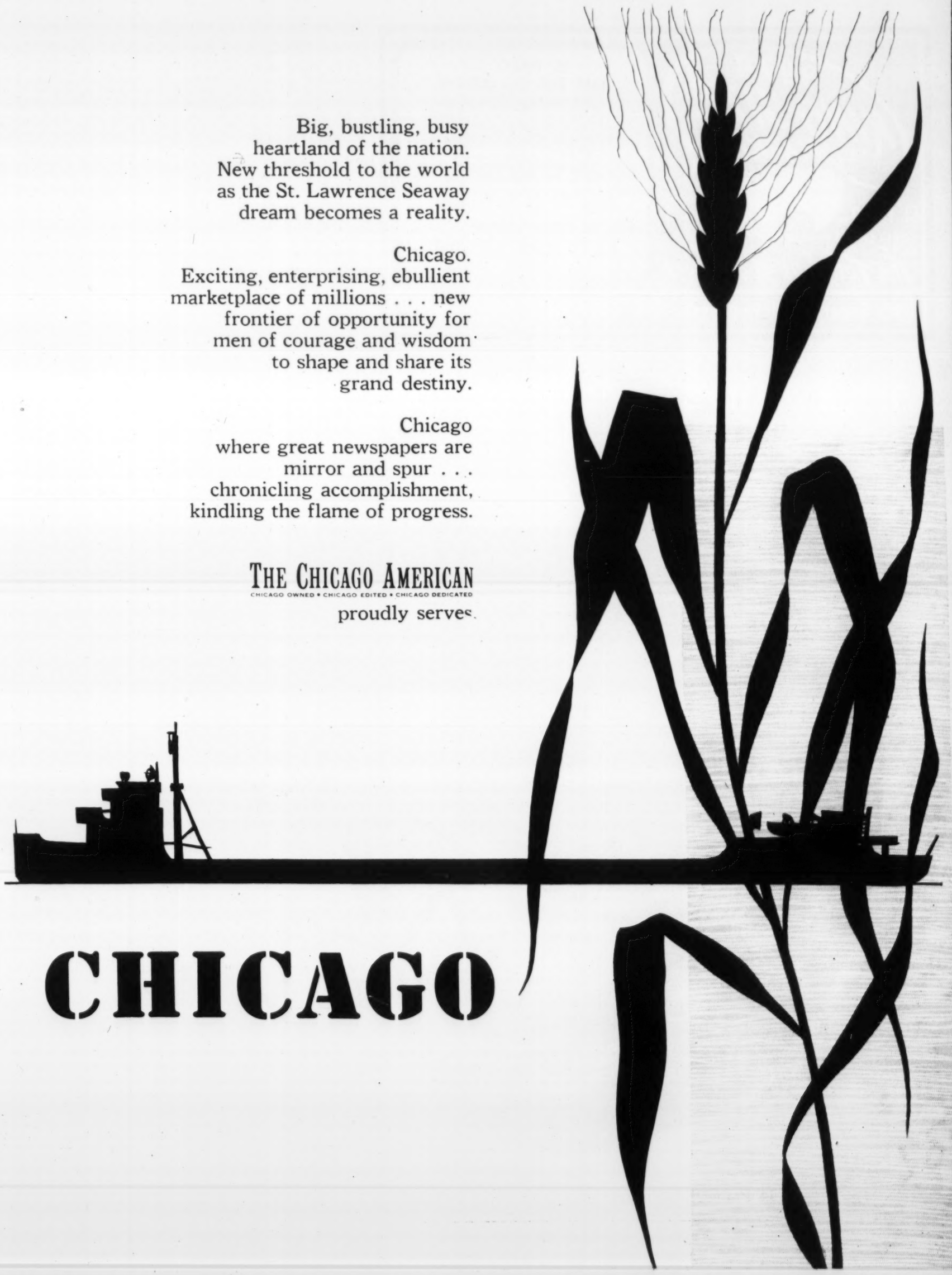
H. W. (Wally) Hailey, of the *Seattle Post-Intelligencer*, has been named winner of the Hearst Circulator of the Year Award for 1958. Mr. Hailey, circulation manager for the Seattle daily, will receive a plaque and $1,000 cash award from the Hearst organization in New York.

Big, bustling, busy
heartland of the nation.
New threshold to the world
as the St. Lawrence Seaway
dream becomes a reality.

Chicago.
Exciting, enterprising, ebullient
marketplace of millions . . . new
frontier of opportunity for
men of courage and wisdom
to shape and share its
grand destiny.

Chicago
where great newspapers are
mirror and spur . . .
chronicling accomplishment,
kindling the flame of progress.

THE CHICAGO AMERICAN
CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED
proudly serves



CHICAGO

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO... ON THE GO AGAIN

In the El Paso Valley, Cotton set an all time high record in 1958 with a yield of 1.91 bales per acre for medium staple and 1.05 bales for long staple Supima Cotton.

It's Really FINE in '59
In the Fabulous Southwest

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Negro Family Is Better Market for Luxuries Than White with Same Income, Study Says

NEW YORK, March 10—A Negro family with a yearly income of $5,000 maintains a higher standard of living and represents a greater market for quality merchandise than does a white family making $5,000, according to a motivational study of both groups made by Texas Southern University.

Dr. Henry A. Bullock, chairman of the university's graduate research department, told a group of media buyers here Friday that the Negro family's ability to stretch dollars results from "a more flexible attitude about so-called necessities.

"Necessity depends on cultural values, and differences in these values make reductions of basic expenditures easier for the colored group than for whites, leaving a higher percentage of the budget available to the colored for discretionary purchases," he said. The colored consumer, he added, is also more willing to commit himself to long-term instalment buying.

■ Dr. Bullock said that a study of 150 Negro households and 50 white families in Houston found taste levels for quality merchandise, such as silverware, china, home furnishings and other items were often higher among Negroes than among whites of comparable income.

He attributed this mainly to "exposure through domestic service of colored workers to the aristocratic tastes of upper-income families.

"Just as Negroes' consumer motivations are often influenced by the luxuries and tastes of white groups they serve," he added, "Negro servants in turn determine a large part of the domestic—particularly kitchen and household—expenditures of their employers."

As a result of the survey, it was found that the average Negro family with a $5,000 income maintains a standard of living comparable to that of a white family with an annual income of $8,000, Dr. Bullock said.

■ For advertisers this would indicate a large Negro market for quality merchandise usually indicated for higher income levels, he concluded, and also a "channel" to the white market through the colored consumer.

While the study was done in the South, Dr. Bullock said the findings would be valid anywhere in the U. S., because "social, environmental and economic conditions affecting colored personality characteristics and behaviour are similar in both North and South."

Sponsors of the study, in addition to Texas Southern, included Motion Picture Advertising Services Inc. and the OK Group of radio stations, both in New Orleans. #

George Simkowski Named Webcor Ad Manager

George R. Simkowski has been appointed advertising manager of Webcor Inc., Chicago. The post has been vacant for the past several months after the resignation of George Hincker.

George Simkowski

For the past six months, Mr. Simkowski has been sales promotion manager of Webcor, duties which he will continue to handle. Before joining Webcor more than two years ago, he was in the sales promotion department of Mishawaka Rubber Co.

Holland Cheese Spreads West

Holland Cheese Exporters Assn.'s 1959 Canadian institutional ad campaign will for the first time include the Canadian West Coast. Among the newspapers included in the ad schedule this year is the *Sun-Province*, Vancouver, B. C. Newspapers will be used extensively in the campaign, supported by car cards, sampling demonstrations, point of sale and special promotions. Erwin Wasey, Ruthrauff & Ryan, Toronto, is the agency.

Straus to Sudler & Hennessey

Charles Bennett Straus Jr., formerly vp of Cunningham & Walsh, has joined Sudler & Hennessey, New York, as director of the consumer division. He also will be chairman of the agency's plans board.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Newsweek families have over twice as much income as the U.S. average.

Ask your agency.

The different newsweekly

for communicative people

★★ THE DENVER

The Voice of the Rocky Mountain Em

Denver, Colo.—Climate Capital of the World

Vol. 67, No. 121

NEW DENVER SKYS

New Skyscraper Planned

The arrow indicates the location of the latest major building to be erected in downtown Denver. The structure, probably a 25-story apartment hotel, will be built by the multimillionaire Murchison brothers of Dallas, Tex., who announced the plans Friday. It will be erected on the corner no tarian Church, a

Steel Industry Of Colorado in Rapid Growth

A bright picture of progress for the steel industry in Colorado and other states of the Rocky Mountain Empire has been drawn by Duane T. Molthop, president of the Burkhardt Steel Co. of Denver and a director of the American Institute of Steel Construction.

Molthop said the steady per capita increase in the use of steel nationally, plus the spectacular population growth of the eight Rocky Mountain states, made ever-increasing consumption of steel in this area certain.

"While iron ore is mined only in Wyoming in this area, there is considerable fabrication of steel for public and private construction work and a literal avalanche of steel flowing into the Mountain States in the form of new automobiles, refrigerators, ranges, washing machines and countless other items," he said.

Building Permits Top 1958 Rate

Denver was off to a running start in January on building permit totals.

Don Harter, chief city building inspector, reported the January total building permit valuation at

The Denver Post In 10th Place in Want Ad Linage

The Denver Post gained 10th position among the top-ranking newspapers of the United States in total classified ad linage, daily and Sunday combined, during 1958, according to Media Records Reports, received in Denver this week.

The Post total of 10,446,978 lines of want ads surpassed such leading newspapers as the Washington Star & Times Herald, Baltimore Sun, St. Louis Post Dispatch, Detroit News and Houston Chronicle, the report shows.

Jack Michel, Post classified advertising manager, said The Post gain reflects Denver's growth as a major market since 1955 when The Post ranged 16th among the leaders.

The top three newspapers in classified ads during 1958 were the Los Angeles Times, with 19,238,011; Miami Herald, with 16,775,690, and Milwaukee Journal, with 13,586,041 lines.

The Chicago Tribune eked out a slight edge over The Denver Post, with only 113,364

AF Plans to S On Titan Mis

Plans were being readied at Lowry Air Force Base Friday for starting in April on a multi-million-dollar construction program on the nation's first operational Titan intercontinental missile installation.

The Air Force Thursday made $45 million available for the launching project, to be located on the old Lowry bombing range about 15 miles east of Denver.

A contract of $414,541 was awarded early last month for construction of access roads to the site.

Meantime, staff officers of the first Titan wing of the Strategic Air Command reported to the Martin Denver plant Friday to begin extensive training in operation of the Titan.

On completion of their training some of the men will return to Lowry to administrate the build-up of the Titan squadron to a state of combat readiness.

The Martin Co. manufactures the Titan, which is undergoing

derground launc ism for the Tita

The Air Force would be operat in 1961.

Denv Milli

Denver businesses 100 major These area's gro for the firs thick "Mi leased in

The direct 35,000 repor firms with worth of $1

Indicati growth a gain of measure tors sinc

R POST HOME EDITION

pire 5 Cents, 72 Pages

SCRAPER SET

ow occupied by the old red brick Uni-
t E. 19th Ave. and Broadway.

Murchisons Lease Site

The multimillionaire Murchison brothers of Dallas, Tex., announced plans Friday to put up another big building in downtown Denver—probably a 25-floor apartment hotel—at E. 19th Ave. and Broadway.

Details of the project disclosed by Gerald T. Hart, vice president of the Murchison-owned 500 17th St. Bldg. Co., include a 99-year lease on the three-and-one-half-lot corner property occupied by the old red brick Unitarian Church building.

The lease is for $9,000 a year, with an option to buy the land for $150,000 within 10 years. After that the property would be subject to reappraisal.

Hart said bids for demolishing the church building, dedicated Sept. 7, 1887, will be advertised this week. He said work on razing the church probably will begin in two or three weeks. The congregation moved out several months ago.

Some time is expected to elapse between the time the church is torn down and construction of the new building is started. Hart said it was possible the property would be used as a parking lot while financing is arranged and plans completed.

Hart, who represents the Murchison interests in Denver, said several major improvement plans for the property are being studied. The best, he said, appears to be an apartment-hotel.

"That kind of structure would appear to be the proper development for that property," Hart said. "We hope to put it to its highest and best use in the shortest possible time."

Acquisition of the church property, started about four years ago, was negotiated with church trustees by the 500 17th St. Bldg.

Stock Value Hits Record $11 Million

By JOHN MOREHEAD
Denver Post Staff Writer

Value of livestock at the National Western Stock Show this year has reached a record $11,665,000, W. C. Crew, president of the Denver Union Stock Yard Co., said Thursday.

This estimate includes livestock sold and those animals yet to be sold. The record livestock value was up nearly $2 million over the previous record of $9,686,630 set last year.

Crew made his estimate as the sale of an estimated 17,000 head of feeder cattle consigned to the show opened in the stockyards.

He estimated the value of purebred cattle in the show at $1.5 million and of purebred commercial bulls and heifers at $1.8 million.

Estimates made by Crew indi-

grand champ
year's National Western, set
another mark Thursday.
paid $78 a

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said the base
ional sometime

Missile silos, or firing shafts, will be bored as deep as 15 stories into the earth, and equipped to fire within 20 minutes of an alert.

er Boasts 127 on-Dollar Firms

By HARRY WALKER
Denver Post Staff Writer

has 127 of Colorado's
and now ranks 2
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24½ pct. in various
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1950, which boosted
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(139
Delawar
corporation b

Big PSC Expansion

Bank Bldg. at
Sts. The Murchison-owned com
pany owns the Denver Club

CIRCULATION

Evening, except Saturday . . . 253,410
Sunday 334,121
Empire Magazine and Comics . 362,919

A.B.C. Publisher's Statement
September 30, 1958

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

one of America's Great Newspapers
covering the nation's third
fastest growing major market

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Schick Sales Drop 27%

Sales of Schick Inc., Lancaster, Pa., declined 27% in 1958, and the company operated at a loss for the year. Net sales were $18,294,858, compared with $25,111,484 in 1957. Net loss for the year, after income tax credit of $390,000 but before special charges, totaled $423,495, compared with a net profit of $1,352,530 in 1957. A net special charge of $563,375 brought the 1958 total loss to $986,870.

PHOTOSTAT USERS!!!
Cut your costs 70%
with exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
MAGI-COPY (Dept. Alfred Messner Co.)
108 W. Lake St., Chicago 1, FRa 2-8600

Earnings of Advertisers

1958 Fiscal Year

Company	Sales 1958	Sales 1957	Earnings 1958	Earnings 1957	Earnings a share 1958	Earnings a share 1957
B. F. Goodrich Co.	$ 697,296,556	$ 734,650,802	$ 35,457,421	$ 39,369,705	$2.20	$2.20
Burroughs Corp.	294,085,078	282,773,950	6,407,934	10,074,594	1.02	1.67
Chesapeake & Ohio Railway	362,139,698[a]	439,723,799[a]	51,703,654	67,566,623	6.36	8.36
Container Corp. of America	259,271,078	256,115,744	14,513,972	14,589,692	1.35	1.36
R. R. Donnelley & Sons	118,219,000	120,042,000	8,057,000	8,092,000	2.96	2.97
Eastman Kodak Co.	828,801,269	798,283,443	98,912,039	98,108,305	5.13	5.09
Electric Auto-Lite Co.	168,904,880[b]	267,326,870	2,637,659[b]	7,556,944	1.68	4.72
Flintkote Co.	156,172,630[c]	155,131,213[d]	7,536,066[c]	8,365,403[d]	3.00	3.59
Interstate Bakeries	116,873,114	113,224,927	3,653,231	4,046,721	3.43	3.84
Jewel Tea Co.	443,813,024	414,465,815	7,808,491	6,960,812	2.51	2.26
National Tea Co.	794,162,135	681,131,958	8,841,543	8,053,752	4.03	3.75
Pepsi-Cola General Bottlers Inc.	19,106,220	17,665,981	972,051	800,403	.98	.81
Scott Paper Co.	285,004,323	275,006,366	22,114,465	21,560,126	2.75	2.68
Western Electric	2,173,826,556	2,480,613,668	85,935,620	84,608,346	5.17	5.66

[a] Includes dividends, rents and other income. [b] Reflects automotive business decline, not fourth quarter strike, company says. [c] Reflects full year's operation of Hankins Container Co. and Orangeburg Mfg. Co., both acquired Dec. 1, 1958. [d] Reflects full year's operation of Kosmos Portland Cement Co., acquired Aug. 22, 1957.

LITTLE MAN—*In a series of ads marking its founding in* 1934, *Chase Federal Savings & Loan Assn., Miami Beach, Fla., recalls news events taking place in that year. Bishopric/Green/Fielden, Miami, is the agency.*

PERSONALS

Get sparkling sales results in the
DAVENPORT METROPOLITAN AREA!

Use Davenport Newspapers to put your sales words in the mouths of 267,100* Quad-City people. Only Davenport Newspapers reach 100% of the consumers in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County, Ill.

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

FIRST EVERY DAY . . .
DAVENPORT MORNING EVENING SUNDAY
NEWSPAPERS
Represented by Jann & Kelley Inc.

*Copr. 1958 Sales Mgmt. Survey of Buying Power.

'Audio-Visual Equipment Directory' Published

The fifth edition of the "Audio-Visual Equipment Directory" has been published by the National Audio-Visual Assn., Fairfax, Va. The book describes more than 500 models of A-V equipment and shows specifications, list prices and a photograph of each. Included are 16mm motion picture projectors, filmstrip and slide projectors, magnetic tape recorders, record and transcription players, screens, projection stands and accessory items.

The 225-page book is edited by Henry C. Ruark Jr., NAVA director of information. Price is $4.75 per copy, or $4.25 if payment accompanies the order.

Pennsylvania Account Goes to Beacon and Kelly, Bachman

Kastor, Farrell, Chesley & Clifford, New York, is losing its Commonwealth of Pennsylvania account to two agencies in the state under the new administration of Gov. David L. Lawrence.

Beacon Agency, Philadelphia, will get the $222,000 tourist advertising account for the 1959-61 fiscal biennium, and Kelly, Bachman & Troutman, Pittsburgh, has been designated to place some $240,000 in industrial advertising during the same period. Lloyd C. Whitebrook, vp of Kastor, Farrell, Chesley & Clifford, handled the Pennsylvania account under former Gov. George M. Leader.

Bozell & Jacobs Names Two

Larry Holder, formerly with Batten, Barton, Durstine & Osborn, has joined Bozell & Jacobs, New York, as an account executive. Bozell & Jacobs also has elected Don Underwood, exec vp, a director.

Let us tell you
about the advantages of Travis Glass Mats for both R.O.P. Color and Black & White.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, STEREOTYPES, MATS, R. O. P. COLOR MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?

Anyone for pictures?

We've got some remarkable people at McCann-Erickson . . . writers who paint and sculpt, art directors who write, and print men who take motion pictures for TV. The young man above, for example, is studying an exhibit of paintings and statues, created by McCann-Erickson people who are *not* art directors.

The point is simply this . . . we believe that truly great creative people should be more than just specialists in limited fields. They should be able to conceive the entire advertisement or commercial in terms of words, pictures and sales objectives. That's why at McCann-Erickson you'll find the offices of copywriters and artists —both print and TV—located side by side, so that each may inspire the other to produce more powerful selling messages.

The result? A closely knit creative division with free-flowing picture and copy ideas—to make more effective selling ideas. Anyone for pictures?. . . Everyone.

A POCKET-SIZE BASEBALL GAME

COMPLETE WITH OFFICIAL SCORE SHEETS

NOW for PACK-IN or PREMIUM

ONLY 25¢ in the Mail

AN EFFECTIVE PROMOTIONAL ITEM FOR SPONSORS OF BASEBALL GAME TELECASTS AND BROADCASTS NATIONAL—REGIONAL—LOCAL

WRITE-WIRE-PHONE TODAY FOR SAMPLE AND FURTHER DETAILS

FAVORITE PLAYER BASEBALL

Suite 15—United Building
145 Kennedy Street, N. W. Washington 11, D. C.

Phone: RAndolph 3-4215

'New Yorker' Is Doing Okay, Moans Its Annual Report

NEW YORK, March 10—In a candid annual report on 1958 operations, *The New Yorker* said:

• Profits were at a record high—"due primarily to a rise in advertising rates at the beginning of the year."

• Total volume of 4,849 pages was the best in the consumer magazine field—but "we published 134 fewer pages of advertising" than in 1957.

• Ad volume prospects for '59 look good—but costs have risen and "our advertising rate in 1959 has not, so that a volume equal to last year's cannot be expected to produce comparable net earnings."

• Subscription sales rose a bit last year, but newsstand sales dropped slightly. "The single copy sales decline reflected the unsettling effects of our change in newsstand wholesalers, occasioned by the withdrawal from the national magazine distributing business of the American News Co. in 1957, plus a general decrease in newsstand sales throughout the industry."

• The magazine's "rather insignificant rise" in subscriptions was attributed to "our continuing refusal to indulge in the extremely costly practice of high-pressure, cut-rate subscription offers."

• The weekly's "record high dividend" of $3.70 a share was "the highest that could be prudently paid in the light of disturbed conditions in the field on single copy sales and the even more disturbing situation relative to our printing operation as a result of a possible change in ownership and management of our contract printer, the Conde Nast Press" (AA, Jan. 29).

■ So, *The New Yorker* said, it was retaining "a substantial portion of our earnings to cover the need for facing these and any other uncertainties."

The magazine's published figures showed an average net paid of 424,339 for 1958 and 4,849 pages of advertising. Circulation income was put at $2,782,238 and advertising income at $13,301,190.

Net profit came to $1,751,015, and profit per share was $6.44. In 1957, *The New Yorker* reported an ad income of $12,812,577, a circulation income of $2,699,246 and a net profit of $1,604,757. Profit per share then was $5.93.

CONDE NAST'S SALEM CALLS REPORT 'STUPID'

NEW YORK, March 10—Daniel Salem, executive assistant to I. S. V. Patcevitch, president of Conde Nast, called statements in *The New Yorker's* report "very stupid." The magazine expressed concern over the "disturbing situation relative to our printing operation."

Mr. Salem said *The New Yorker's* statement to stockholders was "a very foolish thing to say." He added that negotiations to sell control of Conde Nast affect only stock control, not management of the company. #

Scott Henderson Hires 3; Adds 3 New Accounts

Scott Henderson Advertising, Tucson, has added three persons to its staff and three new accounts. Lou Lalko, formerly with Manufacturer's Products, Milwaukee, has been named art director. Robert Fink, previously production head of Keller-Crescent, Evansville, Ind., was appointed an account executive and production head. Carolyn Roettger, formerly a University of Arizona student, was named traffic manager.

The new accounts include International Livestock Show of Southern Arizona; Hal Landon Co., Packard-Bell distributor for the area, and OURS (Organization to Unite Our Resources & Services), a local citizens' group interested in Tucson's expansion.

Williams Adds Three Accounts

Williams Advertising, New York, has been appointed to handle advertising for three new accounts. They are Saltwater Farm, Damariscotta, Me., mail order shipper of live lobsters and other seafood; Julian Freirich Co., meat packer, and Thermatron Co., electronic division of Willcox & Gibbs Sewing Machine Co. Freirich rejoins the Williams agency after an inactive period. Williams also handles advertising for Thermatron's parent company.

Tilds & Cantz Moves

Tilds & Cantz Advertising has moved its offices to a new building at 8833 Sunset Blvd., Los Angeles.

"It says 'You are going to make an important decision . . . and remember Solid Cincinnati reads the Cincinnati Enquirer.'"

NOTHING WEIGHS HEAVIER in the choice of media in the Greater Cincinnati Market than the fact that Solid Cincinnati reads the Cincinnati Enquirer. Advertisers naturally want to reach the solid *market that matters* in this great metropolitan area. There hasn't been any doubt — for years — as to what newspaper does just that. Result: you're in SOLID when *you're* in the Cincinnati Enquirer. Ask The Enquirer's Research Department for a look at the Top Ten Brands Survey, just completed.

Represented by Moloney, Regan & Schmitt, Inc.

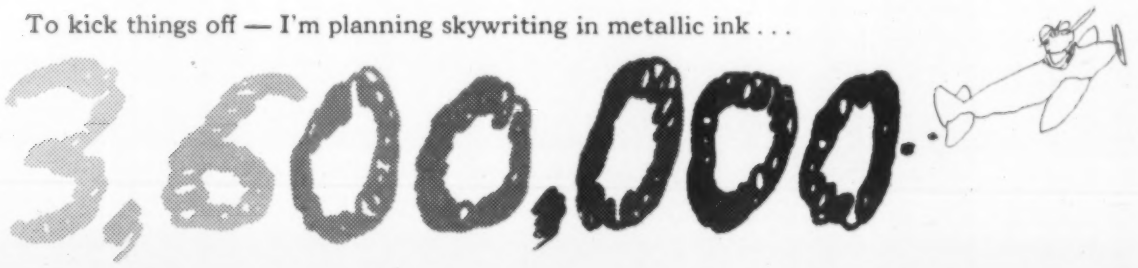
MEMBERS OF ABC

How do. I've been hired to do something nothing short of terrific to tell the world that . . . American Home

now has 3,600,000 circulation. (That's some 12 million home-minded men and women)

And the publishers are so dazzled by my announcement campaign that they've asked me to give this sneak preview.

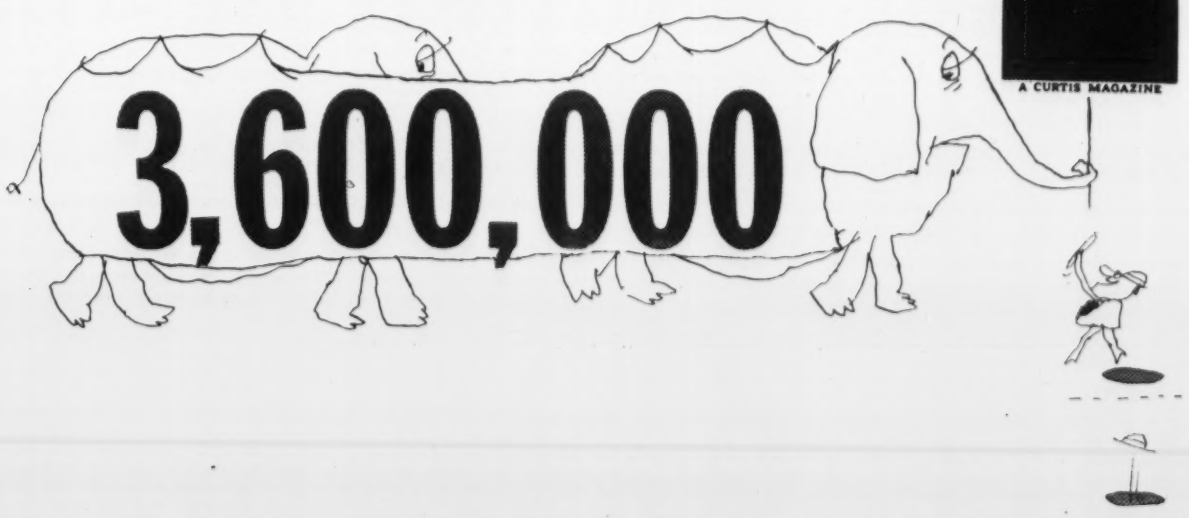
To kick things off — I'm planning skywriting in metallic ink . . .



Then, to boom my initial splash through the summer, plantings of heliotropes in public gardens in key cities.

There'll be beauty parades at all the best beaches.

And, of course, super-colossal extravaganzas featuring herds of elephants — along Madison Avenue, Michigan Boulevard and other Ad Alleys to wow the agency people.



Join Thompson, See World? Well, Almost

(Continued from Page 2)

we think the experience will make him more valuable to us in the future."

In sending a man abroad, Thompson is primarily concerned with exporting its know-how—providing the overseas offices with the latest American advertising techniques, as practiced by J. Walter Thompson. It doesn't ignore language (a man ticketed for overseas duty will be sent to Berlitz), it simply considers this asset of minor importance.

"Besides," Mr. Meek notes, "if he's the kind of man we think he is, he'll learn the language."

■ American and British admen have played leading roles for Thompson internationally; they still monopolize the managerial positions today.

"We like to know the men who are going to run our offices," Mr. Meek emphasizes. "We don't hire people to be our managers. The only way to know them is to work with them. If we don't know them, they can't be our managers."

Today seven offices are managed by Americans—Robert Guilbert in Mexico City, William Erskine in Montreal, Raimond Senior in Amsterdam, Kevin Farreli in Paris, Robert Merrick in Sao Paulo, Lyle Little in Manila and J. Hutcheson Page in Tokyo.

Britons manage six offices—Douglas Saunders in London, N. A. Bokhari in Karachi, Thomas Sutton in Frankfurt, David James in Milan, John Humphries in Antwerp and Edward J. Fielden in Bombay.

Two Anglo-Argentinians, Juan G. O. Webster and John Chiswell, are managers in Lima and Santiago, respectively. A native of South Africa, Wilfred Sanders, manages the Toronto office. And a naturalized South African, Roland Wentzel, who was born of American parents, manages the Cape Town office.

■ In some respects, the international arena is used as a finishing school for JWT executives. As one Thompsonite puts it: "Sometimes they throw you in there just to see if you will sink or swim."

Or, as another puts it: "You come back from overseas more sophisticated and more confident."

Other Thompsonites, some of whom were taken by complete surprise when they were sounded out about an overseas assignment, express similar sentiments. Henry Flower, who went overseas the year after he joined the agency in 1928, says: "The international operations are designed to be profit makers—and they *are*—but even if they weren't, it would be worth it."

The top executive ranks of the agency today are certainly studded with people who have had overseas experience. In addition to the two vice-chairmen—Messrs. Meek and Flower—they include vps Robert Dennison, Sam Dobbs, Art Farlow, Joseph Boyle, Albert Cameron, Ken Hinks, Arno Johnson, Harry Lee, Bill Moore, Phil Mygatt, Robert Colwell, Stanley Quinn, John Russo, Ruth Waldo and Don Thorburn.

■ The story of the international development of J. Walter Thompson Co. consists of many stories of people and their adventures with a worldwide agency.

• This is the story of Kennett Hinks, now senior representative on Lever Bros., who went to Berlin for JWT in the late '20s. He roomed there with Robert Merrick, who had been transferred to Germany from China by General Motors. Mr. Hinks introduced his roommate to a visiting girl friend from the States—a JWT employe on vacation. In a short while they were married—and Ken Hinks was the best man. In 1940, after Mr. Merrick had left GM, JWT hired him and sent him to Brazil as manager of the Sao Paulo office, a position he still holds. Only two JWTers permanently assigned overseas are also vps of the American company—and Mr. Merrick is one of them.

• This is also the story of George Richardson, who took his wife to Warsaw when JWT opened there in the late '20s. Their first child was born in Berlin—and Ken Hinks was the godfather. Mr. Richardson retired from JWT early this year.

• Or it is the story of Raimond Senior, a young American whom Thompson put through foreign affairs school in Washington, D. C., before sending him out to India in 1952. Mr. Senior was in Bombay for three years. He returned to the U. S. in 1955 and was then married—to the daughter of Peter Fielden, Thompson's manager in India since 1930. The Seniors went to Antwerp two years ago and are now in Amsterdam, where Mr. Senior is manager of a newly-opened JWT office.

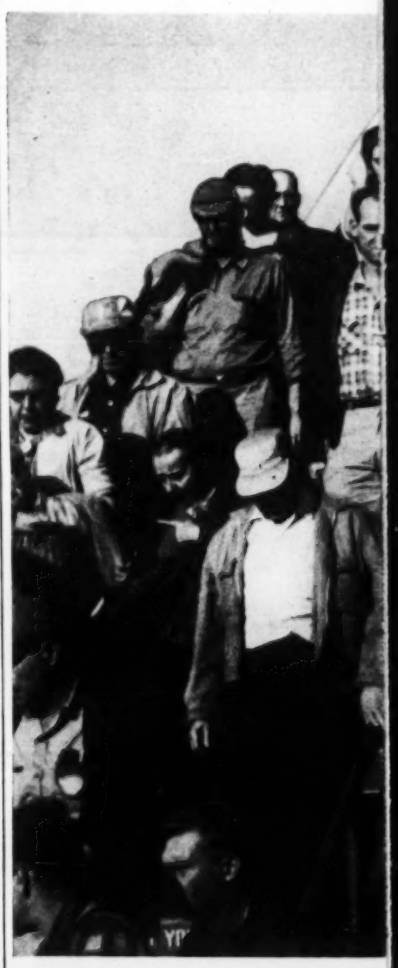
Raimond Senior

• And then there is Nagendra Parmar, an Indian who worked as an art director for 10 years in JWT's Bombay office before joining Mr. Senior in the Antwerp office.

• Edward J. (Peter) Fielden has had a remarkable career with Thompson. A 53-year-old discerning Englishman whose father was an official in the British Admiralty, he joined JWT's art department in London in 1925, went to the Berlin office to help set up an art department and then transferred to the old Alexandria office in Egypt. He made his last move in 1930, when he was sent out to India.

Edward Fielden

Mr. Fielden is now thoroughly at home in India and shares the national aspirations for a life devoid of hunger and disease. He has been president of such groups as the Indian Audit Bureau of



45 MILLION PEOPLE
GO TO THE MOVIES IN AN AVERAGE WEEK

You can reach 84 per cent of this huge audience with big screen, full color theatre screen advertising.

FOR INFORMATION WRITE:
THEATRE SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILL.

Where else in this whole country will you find *satellite* markets that total 33% richer and 50% bigger than the metropolitan trading zone itself? Or a *universe* that has such a big, rich central market plus satellite markets that are such *important* retail trading centers?

where else . . .

—does a central market exert such an economic pull on *so many* specific areas that are retail trading centers in their own right?

—do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

—can you buy just *one* station with no overlapping penetration in this area by basic affiliates of the same network?

only here —where WFBM-TV is first in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for *fewer* dollars expended that anywhere else. *Now* it will pay you to take another, longer, *better look! We are proud of our current ARB.*

America's 13th Television Market
...with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with* 90% *television ownership!*

11 Satellites—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Peru • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Logansport • Kokomo

Represented Nationally by the KATZ Agency

CHANNEL 6 WFBM TV INDIANAPOLIS
BASIC NBC-TV AFFILIATE

Circulations, advertising agency association and Photographic Society; he is a past governor of the Bengal School of Art, a member of many social service committees; he is fluent in several of the languages spoken in India; and he is now remarried to an Indian of the Parsee community; he met his second wife at J. Walter Thompson—she used to work in the Bombay office.

• The No. 2 man in India is Charles Herbert Gibson Moorhouse, an Englishman who worked for the *Times of India* before joining JWT's Bombay office in 1938. Mr. Moorhouse managed the Calcutta office from 1952 to 1957 and is now in Bombay. Three Indians — Subhas Ghosal, Dhan Raj and R. K. Swamy—now manage the JWT offices in Calcutta, New Delhi and Madras, respectively.

R. K. Swamy

Subhas Ghosal

Dhan Raj

■ Several Thompsonites have literally seen the world with the agency.

• Lloyd R. (Deke) Coleman, whose hobby is reputedly memorizing the Encyclopedia Brittanica, left a high school teaching job in the '20s to seek employment with JWT-international.

Told that everyone was in Europe at the time, Mr. Coleman, according to his JWT biography, "reluctantly paid his own fare to London," where he was hired by Sam Meek in 1928. He moved to Antwerp in 1930 and became manager in Paris two years later. Deke Coleman married a Belgian girl of French parents, who worked in the Antwerp office of JWT.

The Colemans remained in Paris until June 10, 1940, four days before the city fell to the Germans. They made their way back to New York and then, Sam Meek recalls, "We decided to send him to Australia, and that made him happy again." Mr. Coleman took Sam Dobbs' place in Australia in 1941 and has been there ever since, although he stepped aside last year to turn the management over to a committee headed by two Australians—Tom Carruthers and John Sharman. Mr. Coleman continues to serve on the board of the Australian company and is active in the agency as a creative consultant.

L. R. Coleman

Tom Carruthers

John Sharman

• Or there is Michael Stiver, who was brought out to Australia by Sam Meek in 1932. He served as manager until 1936, when he moved to the London office. During World War II he was back in Australia—attached to Gen. MacArthur's information office in Sydney.

In 1945, when Harry Gordon, Thompson's Argentine manager, died suddenly, Sam Meek decided

WTRF-TV STORY BOARD

The character showed up at one of his usual haunts wearing a sad expression.

"What's the matter?" he was asked by a friend.

"I just haven't any luck."

"Why?"

"Well, three weeks ago my grandfather died and left me $50,000."

"That's bad?" his friend asked.

"No. But two weeks ago my aunt died and left me $30,000 and last week an uncle left me $40,000."

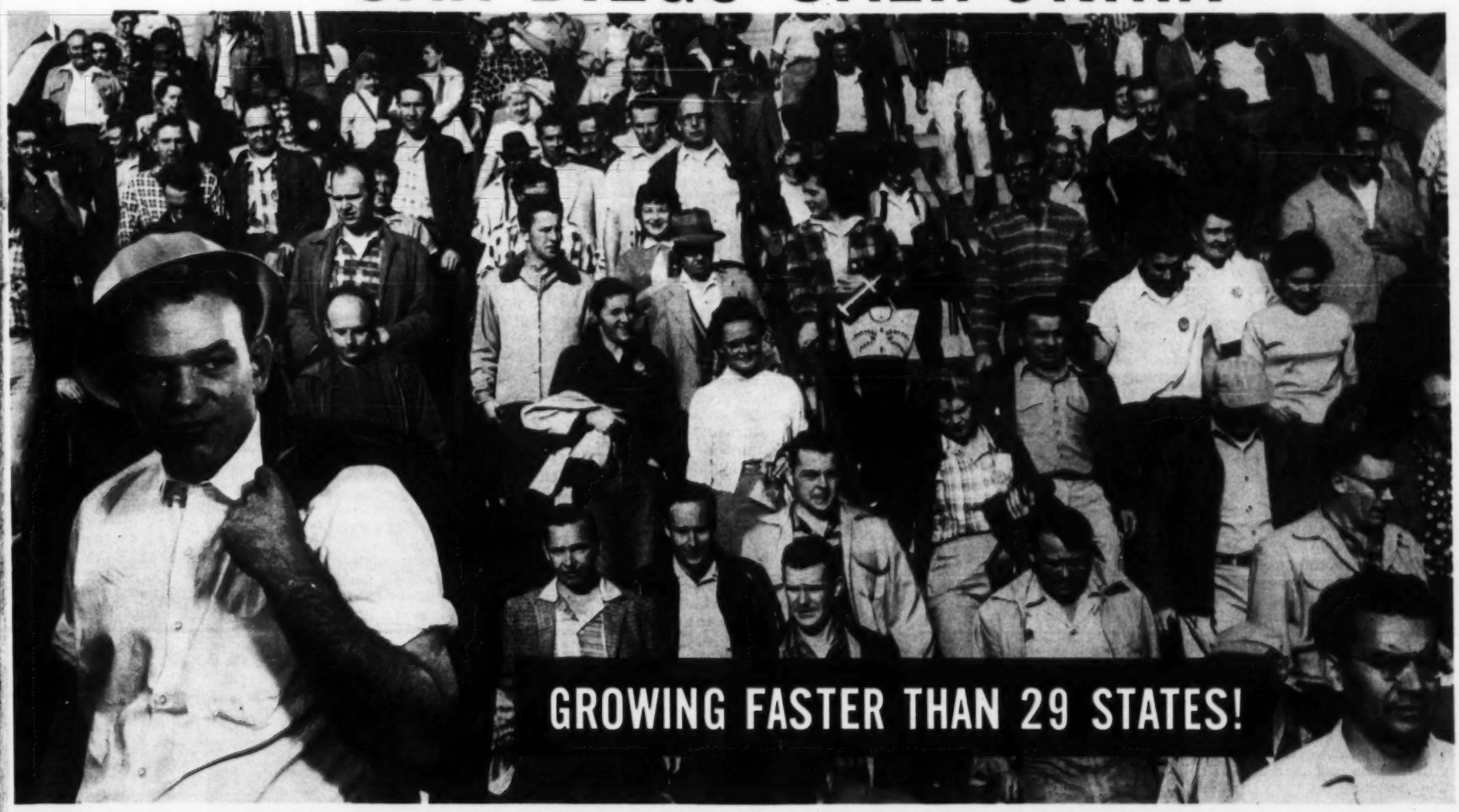
"So, what's the beef?"

"This week," said the character with a shake of his head, "nothing!"

• No worries like this for WTRF-TV advertisers. The 2 million people who live in the 36-county WTRF-TV area have a spendable income of $21/2 billion annually, which really means something for alert advertisers. The George P. Hollingbery Company will tell you more.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

SAN DIEGO CALIFORNIA



Since the 1950 census, San Diego County has increased its population by 70% . . . attracting more new residents than any of 29 states.
With a gain of 400,000 people, San Diego ranks higher on the growth charts than — for example — Missouri, South Carolina, Oregon, Connecticut, Kansas, Iowa, Massachusetts, Tennessee, Utah, and New Mexico.

San Diego's two daily newspapers, **The San Diego Union** and **Evening Tribune,** reflect the same steady and sturdy growth. Combined daily circulation now exceeds 200,000. And a Facts Consolidated survey shows 84.4% readership, unduplicated. Sell San Diego, the fastest growing market in the West, through **The San Diego Union** and **Evening Tribune.**

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California—Northern Illinois—Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

he wanted Mike Stiver for this job. He called up Mr. Stiver in Australia and persuaded him to go to Buenos Aires. Mr. Stiver remained in BA until 1952, when he "retired." But Mr. Meek then convinced him to come out of retirement to manage the Montreal office, which he did until 1956, when he retired again. He is now living in Indiana.

Thompson's manager in Montreal now is William Erskine, an American with a strong newspaper background. He was hired in New York in 1956 and went almost immediately to Montreal to succeed Mike Stiver.

Wm. Erskine

• Mark Napier is an Englishman who has seen heavy duty. He worked for JWT in London, Paris, Antwerp, Stockholm and Copenhagen between 1925 and 1935. He then went to Toronto, becoming manager in 1947. Mr. Napier relinquished this post to Wilfred Sanders last year but continues as a creative consultant in Toronto.

Mark Napier

Wilfred Sanders

• Then there is Tom Mason, a Canadian who started in JWT's Toronto office in 1941 and went to India in 1947, where he remained for four years, most of the time as Calcutta office manager. He then moved to Chicago to work on the Kraft account. In 1956, he moved on to New York and a year later he was dispatched to Frankfurt, where he now has Europe-wide responsibilities on Kraft.

■ At Thompson, the players are shifted around to meet particular situations. A new manager is required, a new account is acquired, a new medium—such as television—becomes available—all of these are situations which may call for juggling of the manpower pool.

In addition to sending people abroad on long-term assignments, JWT will frequently loan personnel to different offices. As Sam Meek says, "We are always ready here to pull out a rib to help set someone else up overseas."

Peter Dunham joined JWT in New York after graduating from Harvard and was sent to Mexico City in 1956 as manager. In 1958, JWT's Canadian company landed a big one—the Ford account—and Mr. Dunham was shifted up to Toronto to handle this new business.

Robert Guilbert

• Mr. Dunham was relieved in Mexico City by Robert M. Guilbert, who worked as a free-lance writer, producer and actor before joining JWT's Chicago office. He worked in the Manila office before taking over the Mexico City assignment.

• Dwight F. Wear worked in the U.S. for Gardner Advertising before joining Thompson in 1954. He was sent out almost immediately to Bombay as representative on JWT's biggest account in India, Standard-Vacuum Oil Co. In 1958, Mr. Wear returned to the U.S. briefly on his way to the London office, where he is a representative on a big new account, Campbell Soup Co.

■ Ross Sharpless, who started with JWT on the Ford account in Detroit, worked on the Ford account in Frankfurt and is now in Toronto. Margaret E. MacKendrick, a copywriter in the London office for 20 years, is now on loan to the Frankfurt office. George Black, formerly with the San Francisco and New York offices, is also in Frankfurt.

Mariette Mineau, with the Montreal office, worked for a Canadian radio station before joining JWT. She became director of the French department in Montreal and was then loaned to Paris to organize a radio department there. In the Toronto office are Brian Greggains, an Englishman who worked in India for many years, and Nariman Dhalla, an Indian who has worked for JWT in New York, Paris and Bombay.

■ Thompsonites in New York are often called upon to help out overseas. Hastings Foote, sometimes called "the dean of young copywriters" in New York, is currently in London. Gel Hardy, another senior writer, has worked abroad. Joe Boyle, head of the public relations department in New York, has had overseas assignments, as has Leonard Taylor, who works in production and engravings in New York. Howard Henderson, onetime Cincinnati manager, with the agency since the early days of the Resor administration, made seven trips abroad between 1936 and 1954—five times on Chesebrough-Pond's business and twice on Kodak business.

■ Arno Johnson, vp and senior economist, has worked in London and Mexico City. Arthur Koponen, a psychologist in the market research department in New York, was sent to London last November. Fred Vohralik, a native of Czechoslovakia and now a naturalized Australian, joined JWT's Sydney office as a statistician in 1954 and was then sent to New York, where he took courses at Columbia University and trained in the market research department. He is now market research director in Sydney. Vergil Reed, who retired last year to teach at Michigan State University, made numerous trips to overseas offices. In New York now, awaiting an overseas assignment, is Gene D'Olive, a novelist who has worked as a newspaper man in Europe and who began with JWT in San Francisco; he is a representative on the Chesebrough-Pond's international account.

■ Two other New York executives who have traveled are Ed Wilson, the treasurer, and Paul Albright, the assistant treasurer.

Treasurers in overseas offices, it might be pointed out here, have a dual responsibility—they report *directly* to New York as well as to the office manager. Outsiders sometimes question whether Thompson makes money out of international operations. Thompson says if the offices overseas did not make money, they would be closed.

Stanley Resor himself has made a number of overseas trips in the past 35 years, often accompanied by his wife, Helen Landsdowne Resor, who continues to be active with the agency.

Mr. Resor went to Mexico in 1947, and the Resors visited JWT offices in England, Belgium, Germany and France in 1948. In 1954, Mr. Resor took a combination business-and-pleasure trip around the world, hitting Thompson offices in Germany, Italy and India. He and Sam Meek have just returned from a three-week trip to the European offices.

■ A quiet-spoken Anglo-Argentinian, Juan G. O. Webster, opened Thompson's Peruvian office in 1956. A graduate of the University of Buenos Aires and Aberdeen College in Scotland, Jack Webster has lived in Britain, Belgium, Brazil, Uruguay and Chile. Before joining JWT he worked in BA for two Thompson clients, Ford and RCA. He moved up to Lima from Thompson's office in Santiago, which he managed for five years. Making the move with him were Ricardo Neri, an Argentinian who was radio director in Santiago, and Roland Soto, a Chilean art director.

Mr. Webster was replaced in Chile by affable, youthful-looking

John Chiswell

Jack Webster

John Chiswell, another Anglo-Argentinian. Mr. Chiswell got his early advertising experience in BA with Lever Bros. and its house agency, Lintas.

■ Heading up JWT's big Argentine office is the explosive, flamboyant Manuel Mortola, who bears no resemblance to the stereotyped version of the Thompson man. Mr. Mortola, a rather Rabelaisian character, speaks rapidly and bluntly, introducing himself as "the son of an Italian seaman."

Manuel Mortola

He came to the U. S. in the early '20s to go to college and he selected the University of Missouri's journalism school. After graduating he returned to BA to work in the advertising department of General Motors. After JWT opened there in 1929 with the GM account, he joined the agency and served under four Americans before becoming manager in 1953.

"J. Walter Thompson is all right," he says with a merry glint in his eyes, "if you can wait."

Mr. Mortola is currently president of the Argentine agency association, an organization he helped to found. He served last September as a dissident member of the Venice jury which awarded prizes to film commercials from all over the world. About the grand prize winner, he snorts: "Very pretty, but will it sell products? No!"

Thompson suffered no great privations during the Peron regime, a good fortune which Mr. Mortola explains may be partially due to the fact that he once hired Evita Peron to do a commercial.

■ In Brazil, Thompson has as its managers an American, Bob Merrick, and a Brazilian, Castelo Branco. Mr. Branco, who has just succeeded Frank Linder as manager in Rio de Janeiro, is a graduate of Sao Paulo Law University and joined JWT from McCann - Erickson in 1943. He has written several books, among them "Quimca das Racas," "A Civilisacoo de Couro" and "Theodoro Bicanca." Mr. Linder, now returning to New York for reassignment, succeeded Bob Dennison as Rio manager in 1954. He began his advertising career in New York and later worked in JWT's Miami office. Also in Rio are two Englishmen, James Abercrombie, an artist who has been with JWT since 1939, and David Campbell-Harris, who has worked for Thompson in Milan and London, and two Brazilian authors—Carlos Lage, who was educated in London and who speaks four languages, and Origines Lesser, a well-known literary figure in Brazil, who speaks five languages.

Renato Branco

Frank Linder

Robert Merrick

In Bob Merrick's Sao Paulo office are Eric Nice, another English art director, who has worked in the London office, and Edwina Jackson, an American copywriter and onetime MGM script writer.

■ The chairman of Thompson's oldest and largest international office — London —is Douglas M. Saunders, the son of a Scottish journalist. Mr. Saunders served in France during World War I and then moved to the Sudan and took up farming.

Douglas Saunders

He was, strangely enough, hired in New York—not London. He had come to the U. S. in 1923 to pursue a business career and joined JWT in 1928. He moved to London a year later and was one of the five original directors when JWT was registered as a British company in 1934.

■ He spent a good part of World War II in Washington, D. C., as press liaison officer for the British military mission. Discharged as a colonel, he returned to London, became co-manager with William Hinks and then chairman.

Urbane but warm, distinguished looking but blessed with a good Scottish sense of humor, Mr. Saunders stands high in the London advertising community. He is now serving out his second year as president of the Institute of Practitioners in Advertising, British equivalent of the Four A's.

He has two sons—both journalists. Like Bob Merrick, he is a vp of the American company.

■ London, like New York, is well stocked with people who have had considerable international experience. Among them are: Theodore Aronson, a South African who has worked in JWT's Cape Town, Johannesburg and Durban offices; Mrs. Barbara Blackburn, a New Zealander who has worked in the Sydney office; Peter Bowen-Davies, a Cambridge graduate who has worked in the New York office; Geoffrey Dempsey, who did three years in the Bombay office; John Fieldwalker, formerly manager in Antwerp; Martin O'Grady, who has worked for JWT in Antwerp, Paris, the Hague, Vienna, Bucharest and Milan; Christopher Thomas, an Oxford graduate who worked in the Calcutta office; Hracia Paniguian, an Armenian, now a naturalized Briton, who was with JWT before the war in Alexandria, Antwerp, Paris and Budapest.

Two members of Parliament—John Rogers and Richard Hormby—are also on the London staff. Mr. Rogers is a director of the British company, Mr. Hormby is a copywriter. A third Thompsonite, Ian MacArthur, is expected to join the Parliamentary ranks sooon, as he has been nominated by the Conservatives from a "safe" district.

■ London also has Bernard Gutteridge, whose novel, "The Agency Game," published in 1954, was billed as "the first complete English advertising novel." Mr. Gutteridge, who was then working for Masius & Fergusson, portrayed in his novel an agency called O. Arthur Partslove, and London admen had little difficulty recognizing the prototype as J. Walter Thompson.

OAP was described as an American agency, "like some vast luxury liner . . . Stuffed from upper deck to bilges with elegant and wonderfully knowledgeable talent, it sailed under its own steam among those reaches of rich business ocean where shoals of detergents and breakfast foods came easily to its subtle trawls. It employed over 400 souls, American, English, Scots, Welsh . . . But in spite of its great size, I believe more people knew each other than at SOQ. It was far more democratic, and the pay was better."

Shortly thereafter, Mr. Gutteridge joined JWT. His book centered about a chocolate drink manufacturer whose new product turns out to be an aphrodisiac; now Mr. Gutteridge is a copy group head on Horlicks.

■ Oxford has provided JWT with two managers on the European continent—Tom Sutton in Frankfurt and David James in Milan.

Tom Sutton

David James

• John W. Humphries, JWT's manager in Antwerp, is a 43-year-old Englishman who passed up a family banking career to go to art school for three years. In 1936, he went out to India to work for L.A. Stronach & Co., then the largest overseas British advertising agency. After six years of war service he returned to Bombay as managing director of the Stronach agency.

He joined JWT in New York in 1949—and was sent back to India to the Bombay office. He was assigned to Paris in 1953 and became Antwerp manager in 1956.

Kevin Farrell

John Humphries

• JWT's Paris manager is Kevin Farrell, an American who started in the mail room of the New York office in 1948. He was sent to Paris in 1950 and became acting manager in 1956 when Denys Scott resigned to return to his home country as a top executive with Erwin Wasey.

■ Although locally-owned, the South African company has leaned heavily on London-trained admen. J. Hamilton Russell, the chairman

of the company, is a South African who was hired by Sam Meek in London; Wishart Phillips, a naturalized South African, also started in London and moved to Johannesburg in 1946; he was succeeded as Johannesburg manager in 1956 by Donald Armour, who also started in the London office; Michael Brierley, who opened the Nairobi office in British East Africa in 1954, is London-trained.

• Thompson's head office in South Africa, Cape Town, is managed by Roland T. Wentzel, whose life history is an international saga. Mr. Wentzel, now a naturalized South African, was born in Germany of American parents. He was educated in Europe, Canada and the U.S. and began his advertising career in 1930 with the old Pedlar & Ryan agency in New York.

In 1933, he went around the world aboard the schooner, "Yankee." When the "Yankee" made port in Cape Town, he met JWT's managing director, Hamilton Russell.

Mr. Wentzel got back to New York in 1935 and joined JWT's art department. Two years later he and his wife (whom he met aboard the "Yankee") sailed for South Africa, where Mr. Wentzel became manager of the Johannesburg office. He became manager in Cape Town in 1942.

■ J. Hutcheson Page, JWT's manager in Tokyo, began as a messenger boy in the New York office in 1946. His interest in the Far East was kindled by 18 months military service during the Korean War, when he was attached to Gen. MacArthur's headquarters in Toyko.

J. Hutcheson Page

He returned to the New York office in 1952 to spend five months working in the international department and then left for Tokyo again as Far East manager of Army Times Publishing Co.—but wearing an important second "hat" as a JWT representative. He continued to wear this "hat" when he moved to *Newsweek* as Far East manager in 1955.

In 1956, he got what he really wanted, as JWT bought out the Harry Lee operation and installed Mr. Page as Tokyo manager.

■ The Harry Lee career is, in many ways, a typical Thompson story. With the San Francisco office before the war, he flew in the Pacific for the Naval Air Transport Service during World War II. He sensed a big opportunity there for an advertising agency and after his discharge he consulted with Sam Meek about his plans.

Mr. Meek told him JWT was not ready yet for an office in that part of the world but encouraged him to go ahead, promising to route business to him. So Mr. Lee joined with a wartime buddy, Nicholas Cline, to establish Philippine Advertising Associates in Manila and later Japan Advertising Associates in Tokyo.

To Mr. Lee, there was perhaps no greater accolade than being bought out by his old company in 1956—Thompson is not particularly known for its acquisitions of other agencies.

Mr. Lee is now in San Francisco as vp in charge of Pacific affairs for JWT. Lyle Little, an American, succeeded William Dunn as Manila manager last year. Musing on the Harry Lee career, Mr. Meek says: "Why, it's as if he never left the company."

Lyle Little

■ Typical also is the Basilio Fernandes story. Mr. Fernandes has operated his own advertising agency in Portugal since 1951 and has waged a one-man campaign to gain acceptance there for U. S.-style advertising standards.

But how he got to Portugal is a JWT story.

Mr. Fernandes is a native of Goa, the tiny Portuguese colony on the Malabar coast of India. He began working as an office boy in the Bombay office of JWT in 1936. He worked in every department in the shop, becoming a top creative man and account representative.

In 1951, Thompson moved him halfway across the world to Lisbon. JWT was not ready then—and is not ready now—to open its own office in Portugal, but it did want better service there. It now has the next best thing to its own office—a correspondent agency modeled along J. Walter Thompson lines.

■ The model was the Bombay office, but in the world of J. Walter Thompson an office is not an office unless it is a Thompson office.

Cole & Weber Shifts Culp; Adds Delkin, Teague

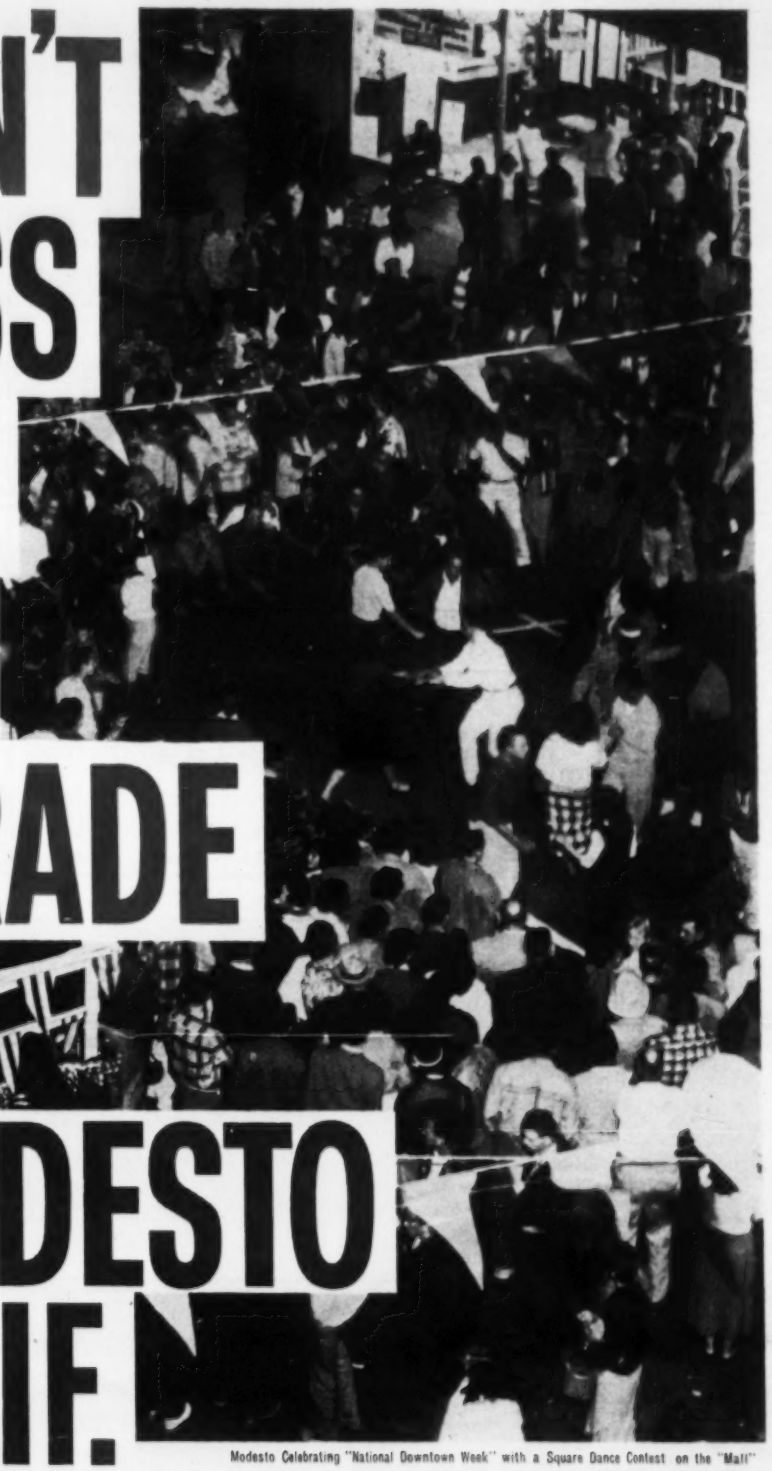
Cole & Weber has named three new executives for its Portland, Ore., home office. Perry Culp, account manager with the agency's Seattle office, will fill the same post in Portland, succeeding Carroll O'Rourke, who recently joined Weyerhaeuser Sales Co., St. Paul, as advertising and sales promotion manager.

Fred Delkin, formerly with Goodrich & Snyder Public Relations, Portland, has been appointed copy chief for all Cole & Weber Portland accounts. Gordon Teague, formerly a partner in Evans & Associates, Fort Worth, has been named an industrial account executive.

They, God Bless them
are the airline people
publishers, food makers
electric brain vendors
and what all who turn
out nice things for our
health and pleasure and
who depend, year after year
on the effective presentations,
displays and mail pieces contrived
by the expert craftsmen who use the
varied and splendid production facilities
of Rapid Art Service, 304 East 45th Street
New York 17, N.Y. Call MUrray Hill 3-8215

ART STUDIO + TYPESETTING + LETTERPRESS + SILKSCREEN + BOX EASELS & BINDERS

DON'T MISS THE BIG PARADE IN MODESTO CALIF.



Modesto Celebrating "National Downtown Week" with a Square Dance Contest on the "Mall"

They don't have to be modest in Modesto—not the way their town is growing. Since 1940, the city population has increased 115%! Since 1947, industry in the county has seen a 68% payroll increase. In the last seven years, employment has zoomed 36%!

What makes Modesto grow? One reason for sure is its location—smack in the center of the richest agricultural producing area in the country! Two hours from the Sierras or the sea, Modesto is located in the largest irrigated valley in the West. Modesto accounts for a good slice of the nation's total agricultural sales! Its wealth is based on more than 40 basic crops—widely diversified—and a 290-day growing season guarantees *year-round* prosperity.

But, agriculture is only part of the picture! Stanislaus county offers a $208 million retail sales market—a greater volume than many areas having nearly twice the population. Modesto's consumer spendable income, per household, is almost $1000 more than the United States average.

Progress is the big plan in Modesto. Among the growing number of new industrial plants is the world's most modern, most fully automatic glass factory. Processing of fruits, vegetables, and poultry is the major manufacturing activity, with chemical production next in line.

If you want your share of the big boom in the Modesto market, *The Modesto Bee* and *Parade* will give it to you. Each Sunday they call on two out of three families cross county. Each Monday they begin to move goods off dealers' shelves.

How big is PARADE in MODESTO?

Per cent of families reached

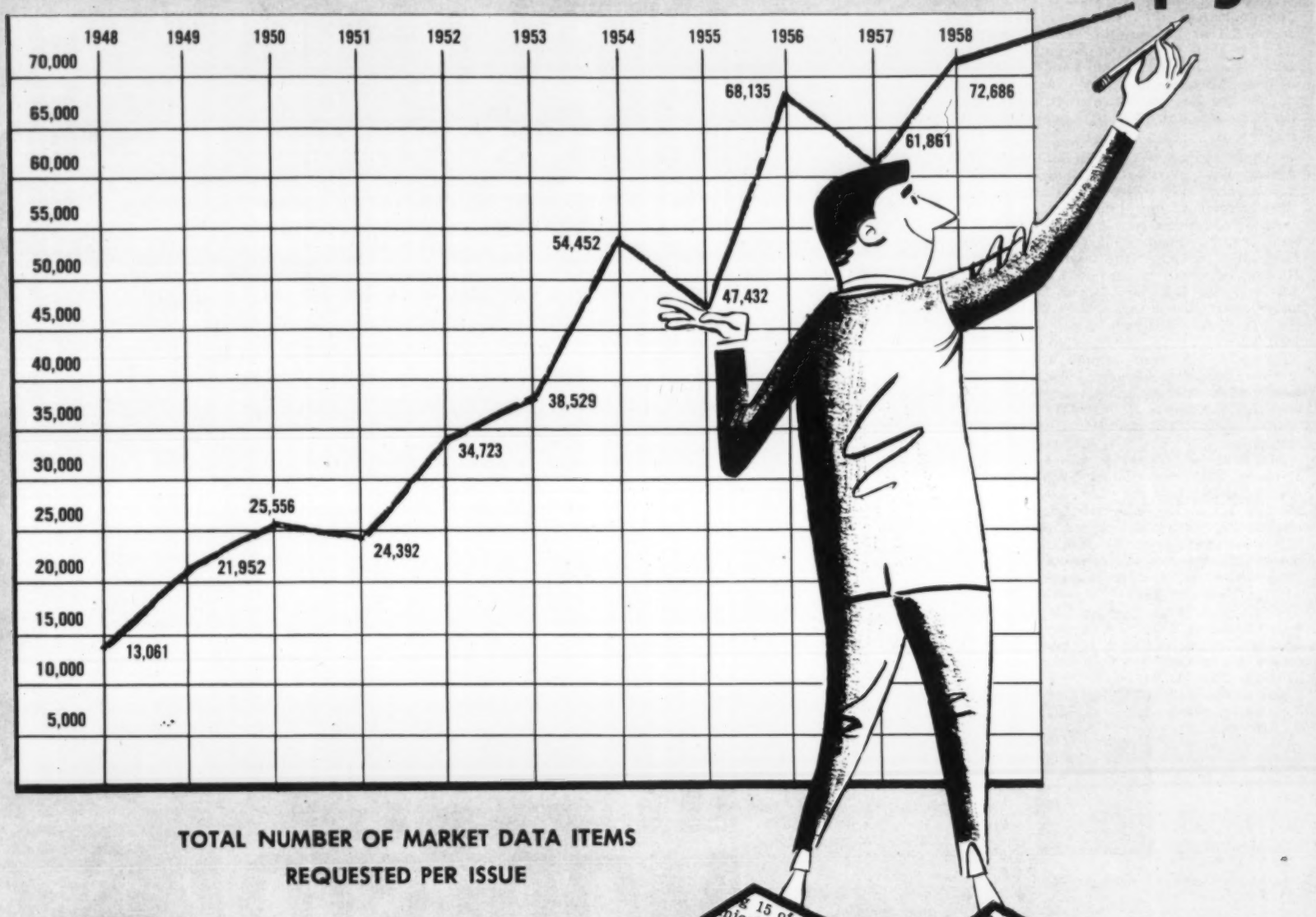
POST . . . 12% LOOK . . . 12% LIFE . . . 10%

PARADE . . . 68%

(STANISLAUS COUNTY)

Represented nationally by O'Mara & Ormsbee, Inc.

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching nine million homes every week.



TOTAL NUMBER OF MARKET DATA ITEMS REQUESTED PER ISSUE

Here's what we mean by

HIGH INTEREST!

Mountains of Market Data pieces—to be sent out to thousands of advertisers and agencies who respond to Ad Age's annual MARKET DATA ISSUE—that remarkable compilation which incites the most direct action we've ever heard of from a single issue of an advertising or marketing publication!

We're estimating that this year's figures will go clear off the chart —and last year's total items requested added up to 72,586! What's more, 2,578 *different individuals* with advertising-marketing-media responsibilities filled in and sent us those requests for market and media information! That's what we call high interest! What's more, many forms group the requests of numerous individuals in the larger agencies and ad departments.

MORE THAN 1,600 MARKET DATA PIECES . . . will be digested and catalogued in eight classifications, to simplify reader selection. And those boxcar figures we've been quoting present solid evidence that thousands of executives who select new markets or decide to expand on older ones—men who okay media department selections and sign the space or time contracts worth having—account execs who spark new or increased operations by important clients —the media departments themselves—*all* pore over the MARKET DATA ISSUE column by column, page by page, digging for the material they want, need, read and use to shape up buying decisions.

If ever there was a made-to-order spot for powerful media promotion, this is it! Here's your chance to follow through and *ask for the order*—just when your leading prospects are most receptive to your sales story!

Tell your full story—they want to see it! Here's the ideal place for a full-fact, hard-sell "tell-all" ad for your medium—with the people who can put you on the important schedules. *Smart move—your best promotion folder as an insert,* for extra-attention, extra-readership values!

12th ANNUAL

MARKET DATA ISSUE

PUBLICATION DATE: APRIL 20

AD CLOSING DATE: APRIL 8

Available Market Data Section
Advertising Age
THE NATIONAL NEWSPAPER OF MARKETING
Map Steps to Speed Reports on 1958 Census
End of Artificial Barriers, Tax Cut Can Stop Recession: Johnson

PHOTO REVIEW OF THE WEEK

BASFORD AGAIN—*Kenneth C. Mehrhof, vp of G. M. Basford Co., was named agency man of the year recently by the New Jersey chapter of National Industrial Advertisers Assn. This is the second consecutive year that the annual award has been presented to a Basford executive; last year's recipient was E. S. Nuspliger Jr., a vp of the agency. Mr. Mehrhof (left) is a former president of NIAA's New Jersey chapter. Making the presentation is James Stangarone, salesman for Machine Design, last year's award winner for "space man of the year."*

Vitt Wovbug Slaybaugh

COLLECTORS—*Agency men Samm Vitt and Chester Slaybaugh collect prizes and congratulations on winning the Wovbug contest conducted by WOV, New York radio station. Mr. Vitt, of Doherty, Clifford, Steers & Shenfield, won a round trip to Europe while Mr. Slaybaugh, Ted Bates & Co., gets a West Indies cruise. Contest involved collecting Wovbugs, which appear on all WOV material from posters to postmarks. Mr. Vitt amassed 9,299; Mr. Slaybaugh 7,518.*

Ehrlich Meyer Flower

SEND-OFF—*350 gentlemen of the press gathered to give Matt Meyer, business manager of the Scripps-Howard Washington News, a send-off as he went on to New York to become assistant business manager of Scripps-Howard Newspapers. Here Matt receives an appreciation plaque from Alvin Q. Ehrlich, exec vp of Kal, Ehrlich & Merrick, and Basil D. Fowler, president of the Advertising Club of Washington.*

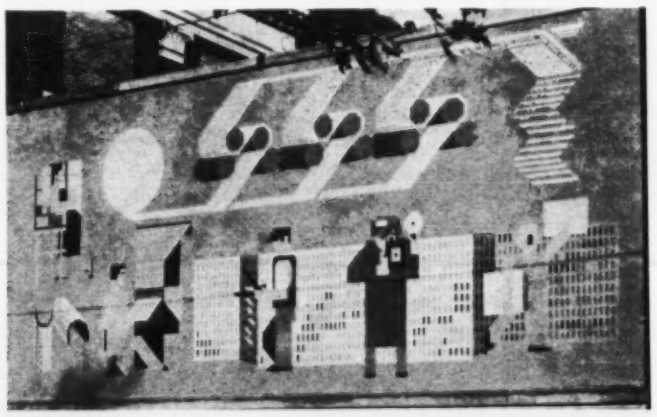
Zipfel Husky Forbes Cutrer Kilpatrick

GRAND OLE OPRY—*Discussing plans for Pet Milk Co.'s second annual Grand Ole Opry talent contest are Ralph Zipfel, Pet Milk Co.; Chuck Forbes, Gardner Advertising Co., Pet's agency, and three Grand Ole Opry principals, Ferlin Husky, star; T. Tommy Cutrer, emcee, and Dee Kilpatrick, director. The contest will be conducted over 200 stations of Keystone Broadcasting System.*

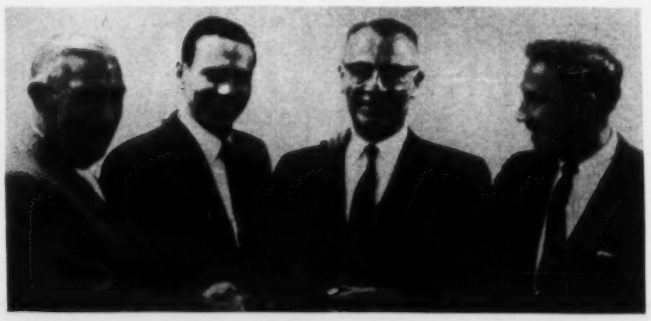
FOLLOW THE LEAD—*Stylon Corp., Milford, Mass., glamorized the leads it sends to its ceramic tile salesmen by dressing Rosemary Patti in some of the inquiries it received.*

Anderson Sharpe Snider Bigelow Hill Shelton
Arlett Wilmar Brown Nelson

AD EDUCATION: WESTERN STYLE—*Dr. Russell T. Sharpe, president, Golden Gate College, welcomes spring faculty members and presents merit certificates to fall instructors in the school of advertising, sponsored for the past 18 years by the San Francisco Advertising Club. Fall instructors and courses were Jack Shelton, direct mail; Arthur M. Arlett, Hoefer, Dieterich & Brown, general advertising; Lou Brown, San Francisco Examiner, retail advertising and sales promotion. New instructors: Richard I. Snider, Young & Rubicam, layout and visualization; Charles L. Bigelow, McCann-Erickson, marketing research; Fred E. Wilmar, JWT, media; James C. Nelson Jr., Hoefer, Dieterich & Brown, current advertising and sales. Others here are Merritt F. Anderson, Foster & Kleiser, chairman of the school's advisory board, and Robert G. Hill, Columbia Geneva division, U. S. Steel, adclub president.*



NEWSPAPER STORY—*This 16x39' ceramic tile mural on the side of the new annex of Zanesville Publishing Co., Zanesville, O., tells the story of daily newspaper production.*



Mast Conover Morse Mast

SILVER ANNIVERSARY—*Bob Morse, vp, celebrated his silver anniversary recently with Conover-Mast Publications. Shown felicitating him are B. P. Mast Sr., board chairman, Harvey Conover Jr., company secretary, and B. P. Mast Jr., company president.*

Best Seller in* BIRMINGHAM *because:

Here is a formidable coalition of magazine prestige and color, newspaper penetration and selectivity.....

the EXTRA dimension of great newspapers...

HOME EDITED GRAVURE MAGAZINES

Frank Surges to Above-$10,000,000 Billings Bracket

(*Continued from Page 2*)

Co. account, resigned by Leo Burnett Co. as a result of product conflicts (AA, Feb. 16).

■ Clint Frank has reported billings of "about $7,000,000" for both 1957 and 1958. Sharp appropriations cutbacks by one client (Reynolds Metals Co.) served to offset much of the new business gains during '58.

The currently booming state of affairs is not the first success story for Clint Frank, president of the agency, who first tasted the heady wine as an All-America quarterback at Yale in 1936-'37 (and was elected to football's Hall of Fame in 1955).

■ Mr. Frank entered the agency business in 1938 with Dancer-Fitzgerald-Sample, Chicago. He joined the Air Force in 1941, was discharged as a lieutenant colonel four years later, then returned to D-F-S. In 1948 he joined Brach Candy Co. as director of advertising. The following year he formed his own agency—Price, Robinson & Frank—with John F. Price and David E. Robinson.

He reorganized Price, Robinson & Frank in 1953 after it had undergone some near-fatal account losses, and nurtured the young Clint Frank shop into a $6,000,000 agency within three years (from a $2,000,000 nadir).

■ Key factors in the rebirth of the agency then (AA, Sept. 17, '56) were three top level additions. Philip E. Bash moved over from Leo Burnett Co. as vp and member of the executive committee. Hill Blackett Jr. left Grant Advertising to become vp and account supervisor, as well as executive committee member. And Wayde Grinstead, creative vp for tv at Russel M. Seeds Co. (now Keyes, Madden & Jones), came in to head up the Reynolds Metals account.

In 1955 this group was joined by Buckingham Gunn, who handles the agency's radio-tv activities and is another member of the executive committee. He formerly was with J. Walter Thompson Co. and Foote, Cone & Belding.

■ Mr. Frank, 43, makes it a policy to surround himself with young men with a flair for creativity and independence of thought. Yet the agency says—and several clients confirm—that its independent attitude does not prevent its people from integrating its services with clients to the extent of helping to prepare a sales meeting, opening a new market or recommending cutbacks in an unsound ad budget.

A veteran at 46, Bo Kreer (15 years at J. Walter Thompson Co., three years at McCann-Erickson and five at Campbell-Mithun) has been given across-the-board responsibility at Frank. His experience is called upon in all areas of advertising and marketing.

"I believe everything in advertising should be considered as a creative challenge," he says, "production, research, media scheduling—everything."

Perry Brand, vp and chairman of the plans board, is also in charge of new business, as well as being supervisor of the Curtiss Candy Co. account, and does the basic planning of all presentations.

■ Following the acquisition of the Hamilton Beach account last July, Frank added the Allied Florists Assn. of Illinois (from Erwin Wasey, Ruthrauff & Ryan) in August; Curtiss Candy Co. (from Wentzel, Wainwright, Poister & Poore) and O'Brien Corp. (from Campbell-Mithun) in November; Brownberry Ovens (from Lilienfeld & Co.) and Bosch Brewing (from Henri, Hurst & McDonald) in December, and the Bissell account in February.

It was on the occasion of the Bissell acquisition that Mr. Frank spelled out his philosophy in a memo to his executives. He wrote:

When Mel Bissell called us in last Thursday and gave us their advertising business he said that one of the things that impressed him most was that he felt we were a group of independent characters who wouldn't have any hesitation about speaking their minds, that could be depended on to give them their best thinking *all the time* regardless of whether or not it might prove popular at the moment.

His remarks bring this important subject again into focus.

All of you must realize the

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is **PROMPT . . . THOROUGH.**

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N.Y.
Phone BArclay 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone OLdfield 6-0304

The Marketing Team at Bausch & Lomb Talks to Chilton

"Trade advertising is essential to

Simply stated, Bausch & Lomb, Rochester, N.Y. is in the business of making all products that best serve the optical and visual needs of mankind. To this end, it markets the world's most complete line of optical and scientific instruments. This calls for progressive practices in all phases of modern business management, including a well-integrated marketing team. Among the regular members of this group are Alton K. Marsters, Vice President in Charge of Sales and Advertising; Milton C. Williamson, Director of Advertising; Herbert J. Mossien, Sales Manager, Scientific Instrument Division; George H. Phreaner, Sales Manager, Ophthalmic Division.

Not long ago we interviewed each of these experienced executives about the use and value of the trade press. You will find the highlights of their remarks both interesting and rewarding . . .

Mr. Marsters says, "Trade advertising is essential to the success of our sales program—particularly valuable when it comes to introducing a new product because it helps speed up 'sales time factors.' The research and marketing information we get from leading trade publications is particularly useful whenever we go into a market that's new to Bausch & Lomb. Our sales plans are never resolved without full consideration of the part advertising will play—and advertising is never developed without due consideration of the sales plan."

folly of *thinking to please*. In our business it can only lead to disaster. Too often, thinking to please can lead to a fear complex—a desire, perhaps not realized, to be pleasant rather than forthright and independent. The client, uncertain of what may be behind the agency's recommendations, gradually loses confidence in our judgment and we can hit bottom. We should at all times give our clients our *independent thinking* in their marketing, advertising and product problems. That's what they hired us for.

Their business, and ours in turn, can profit only by this method of working together. To do less can only result in u losing the business and you losing your job.

Now I have no present fears about our attitude in this respect. Indeed a major reason for our growth in the past five years has been solely because we have provided this kind of thinking for all our clients. If we are to build and grow it must be kept foremost in our minds.

On this occasion, when we have just acquired an important new account, I want to again remind all of you of our primary responsibility to each of our clients.

■ There are 16 accounts in the Clint Frank shop now. Besides those added since June, Frank handles advertising for Toni Co. (Pamper, Tame Creme, Bobbi and special products), Foulds macaroni, Reynolds Metals Co. (tv and print advertising for 13 industrial divisions), Standard Railway Equipment, Quaker Oats Co. (Aunt Jemima flour, Flako and industrial and institutional advertising), Fort Howard Paper Co., Dean Milk Co., North Woods Coffee Co. and Wurlitzer Co.

■ Though the new business department is still active, Mr. Frank doesn't feel that the agency is on a new-business "kick."

"If an account comes along that we're suited to handle, then we'll take it," he said. "We have a fine list of clients—good, solid, progressive companies—and future clients will have to be the same high quality."

As to how fast his agency is willing or able to grow in the future, Mr. Frank says simply: "We will absorb business consistent with good growth."

Other agencies also apparently feel Clint Frank is very much a going concern, judging from the attention it gets concerning mergers. "I hear from an average of perhaps two people a week about a merger," the agency president said.

"But we're not seeking to merge with anybody. Vital young agencies are still the strength in this business. Despite the talk about the growing bigness among agencies, this is still a business of personal service."

■ The Frank agency is growing larger without benefit of merger. It had about 50 employes in 1956, and has about twice that number today. Space in its Merchandise Mart offices has been increased several times, but more is needed, Mr. Frank indicated.

The agency opened a publicity and public relations department last August. Frazier E. Nounnan, another Campbell-Mithun alumnus, heads that department.

With about two-thirds of its clients' billings going into tv, Frank last October opened a service office in Los Angeles, primarily to work with tv film producers there.

Both Messrs. Frank and Kreer have been spending increasing amounts of time in New York, with an eye to establishing a New York office in the near future—"possibly by acquisition, possibly by simply opening our own door," said Mr. Frank. "We haven't definitely decided which."

■ Clint Frank and Zimmer-McClaskey, Louisville, both Reynolds Metals agencies, opened Zimmer-McClaskey-Frank, in Richmond, home of Reynolds, last June to improve service to that client. This fully staffed unit (22 employes) already has added one local account. #

the success of our sales program"

Mr. Williamson says, "Our appreciation of the value and importance of today's leading trade, industrial and technical publications is indicated by the great use we make of them—we are in nearly 200 of them and they represent the most important item in our entire advertising budget. We use these publications to set the stage for our salesmen . . . to create inquiries . . . create new markets and exploit existing markets . . . help establish our leadership in the field."

Mr. Mossien says, "We are a 'rifle shot' advertiser and the trade press enables us to reach our audiences with greatest accuracy. We take particular care to see that our advertising is merchandised to our sales force and that they merchandise our advertising to our dealers. This 'closing the loop' insures maximum effectiveness and maximum results from our advertising investment."

Mr. Phreaner says, "We regard selective trade advertising as selling in one of its most effective and economical forms. All of our consumers must be sold through professions, supply houses, or dealers and we can reach these key people most effectively through the pages of leading trade publications."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

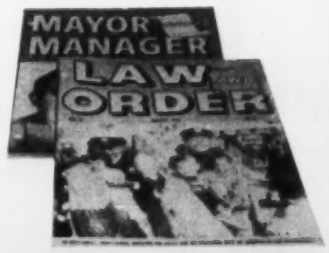
Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age Hardware World • Aircraft and Missiles Manufacturing • Distribution Age • Product Design & Development • Business, Technical and Educational Books

MEET THE
MUNICIPAL MARKET

These mayors and city managers, 7,500 strong, from coast to coast, are heavy spenders in the municipal market. Your sales message in their quarterly magazine can help them make better investments of public funds. Give them your facts and figures!



This monthly textbook on law enforcement commands the respect and attention of more police chiefs and executives everywhere. Its focused issues can spotlight your products and services for this field and help you make volume sales. Five year success record. 11,325 audited circulation!

BPA NBP

MAYOR and MANAGER
LAW and ORDER
72 West 45th Street • New York 36, N.Y.

Along the Media Path

Storer Broadcasting Co.'s net earnings for the year ended Dec. 31, 1958, were $1,676,754, or 68¢ a share, compared to $6,396,164 or $2.58 a share in 1957. Storer said 1958 earnings had been adversely affected by the loss of $2,304,551, or 93¢ a share, incurred by closing down its former Wilmington tv station, as reported in the third quarter. It also pointed out that the earnings for the prior year of 1957 had included a non-recurring capital gain of $1,996,122, or 79¢ a share. Current operations of Storer's five television and seven radio stations have been running ahead of 1957 since the fourth quarter, Storer said.

1000 SALES IDEAS ONLY $10

Successful ideas from successful companies on

SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you receive briefed with its 100 or more sales-tested, profitable experiences . . . showing results produced . . . as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the $10 you send!

BRIEFED

400 Madison Ave. (Dept. A), N. Y. 17

• Six **Missiles & Rockets** issues will be studied for advertising and editorial readership by Mills Shepard during 1959. They will be the March 30, April 13, May 25, Sept. 21, Oct. 26 and Nov. 30 issues. The publication uses both the Mills Shepard and Eastman readership studies.

• **American Home** has sent out a string of hot dogs (paper) as part of its series of promotion pieces going to agencies and grocery product manufacturers of the effect on sales of products in its recipes. In this case it dramatizes the result of a recipe that starts out, "Take a pound of frankfurters. . ."

• **Chemical Week** has established a new award for chemical management achievement. The award will recognize the contribution of management in the chemical process industries. Presentation will be made during the National Exposition of the Chemical Industries in New York on Dec. 1.

OUTSTANDING—*N. McK. Kneisly (right), president of Irving-Cloud Publishing Co., is presented with a plaque by E. C. Abdelnour, president, Automotive Booster Clubs International, in recognition of outstanding and continuing contribution to the automotive industry from 1926 through 1959.*

• **WGN-TV,** Chicago, has distributed its "Good Habits" coloring book to grocery and drug store stands. The 64-page book features coloring cartoons of WGN-TV personalities as well as little good habit lessons for the youngsters.

• "You're So Right, *Playboy*," **Cosmopolitan** says, boasting its February issue sold 925,392 copies, including 39,215 subscriptions. "With nearly 96 of every 100 copies selling on the newsstand, James M. White, the publisher, agrees with *Playboy* after that publication announces: 'Newsstand sales are the key test of a magazine's vitality'." Mr. White refers to a *Playboy* promotion piece called "You're So Right, *Esquire*," in which it "happily" sent around again a piece originally used by *Esquire* that started: "You're So Right, Curtis Publishing Co." (AA, March 2). *Esquire* in its turn had picked up a statement from *The Saturday Evening Post* saying that "Newsstand sales . . . etc." *Esquire* boasted 46.7% of its circulation was newsstand. *Playboy* boasted its newsstand circulation was 86.8%. Next!

• **Department of New Laurels:** The April issue of **Field & Stream** will have the largest dollar volume of advertising of any issue in its 64-year history. Linage is up 21% over last year's April issue, representing 18⅓ additional advertising pages.

Your New Baby reports a gain in advertising revenue for the first third of 1959 over last year. The April, 1959, issue shows a 15.4% gain in number of pages of advertising over 1958.

Outdoor Life carries a greater amount of advertising in the first three months of 1959 than for any first quarter in its 61-year history and set new records for both ad linage and ad revenue. Revenue rose by 17.5% over the first quarter of 1958 and the magazine carried more than 90,000 lines of advertising, or 3,100 lines more than the same period last year.

For the first quarter of 1959, the **Sport Saga Men's Group** (*Sport, Saga, True Detective, Master Detective* and *Climax*) shows a revenue gain of 30% over the comparable period last year. Linage also increased by over 72 pages for the same period. #

Announcing...

The Central South's Most Important Advertising Development Since The Advent of Telecasting

Now that WSM-TV is telecasting from the Central South's tallest tower (1408 feet above average terrain), all previous information about and strategy for selling the Nashville Market is obsolete.

HERE ARE THE FACTS:

The New Nashville Market	Total (New Tower)	Gain (New Tower)
Population	1,728,800	550,300
Effective Buying Income	$2,074,487,000.00	$573,556,000.00
Retail Sales	$1,519,052,000.00	$417,878,000.00

(Market Data — Sales Management)

ALL THIS AND A 40.5 SHARE TOO (FEB. ARB)

To evaluate quickly, by buying WSM-TV you can now reach over a half-million new people, who add over half a billion dollars in effective buying income, who actually spend nearly half a billion dollars annually. In short, the new WSM-TV Tower has increased the potential of the Nashville Market by better than one-fourth.

Isn't it time to re-evaluate your market strategy in the Central South?

WSM-TV
Nashville, Tennessee
Represented by Petry

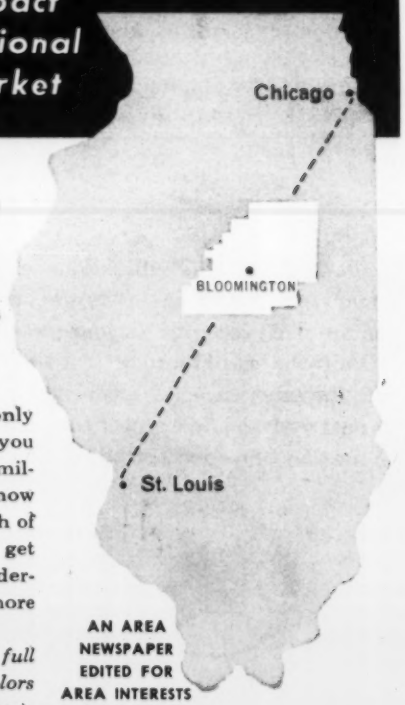
CHANNEL 4 WSM • TV

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

NOW YOU CAN REACH THIS PROSPEROUS ILLINOIS MARKET WITH

FULL R.O.P. COLOR

Get extra impact in this Exceptional 7 County Market



- 2nd largest evening circulation in Illinois
- 5th largest newspaper market
- 5th largest in automotive sales
- 7th largest in food sales
- 7th largest in drug sales

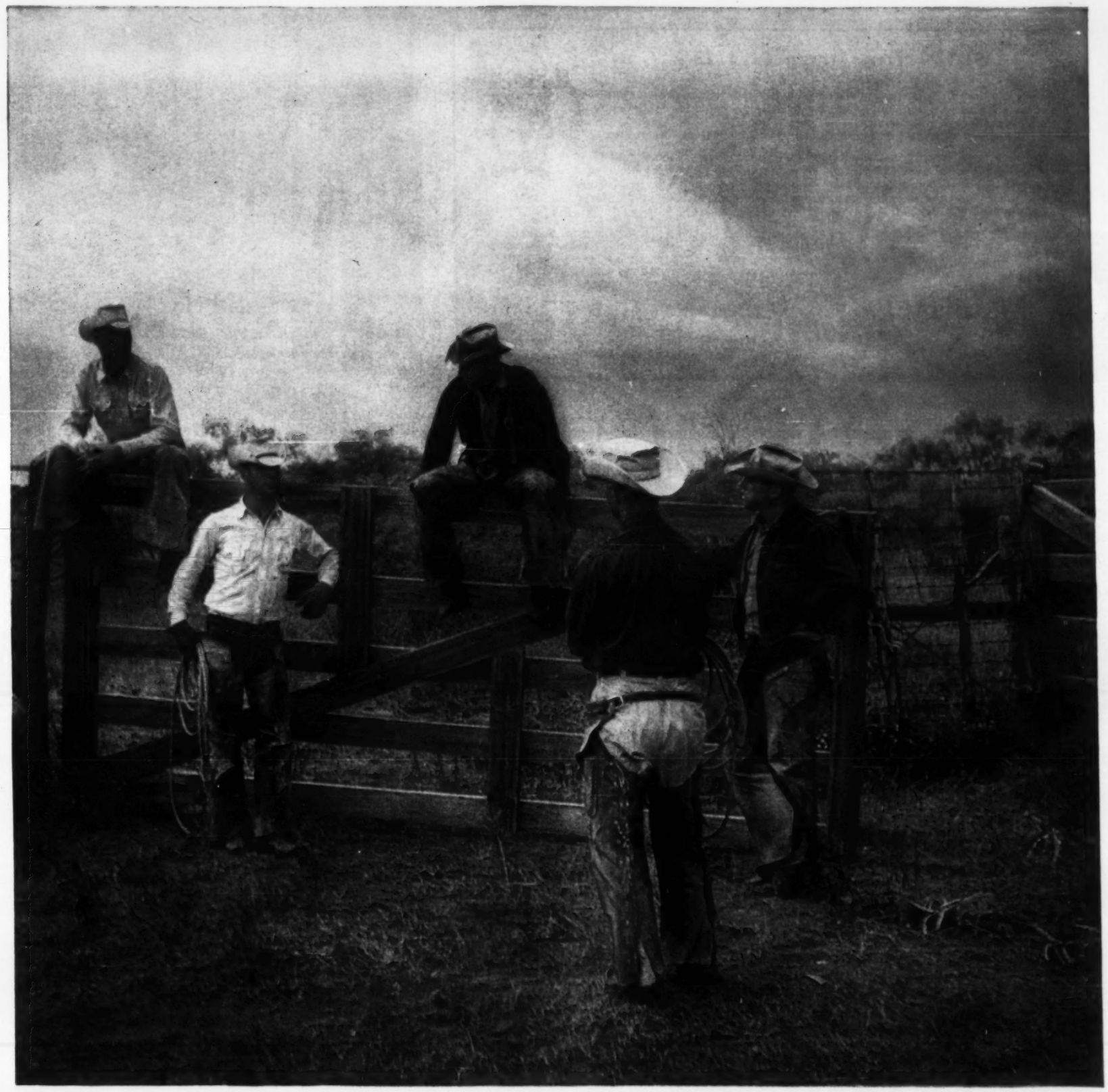
(these figures exclude Chicago)

The Pantagraph is the only newspaper that will give you full coverage of this $233 million retail market. And now through the added strength of full, lifelike color you can get 50% to 150% greater readership at only a fraction more in cost.

R. O. P. spot color — plus full color (black and 1, 2 or 3 colors available Daily and Sunday).

AN AREA NEWSPAPER EDITED FOR AREA INTERESTS

The Pantagraph
BLOOMINGTON-NORMAL, ILLINOIS
Represented by Gilman, Nicoll & Ruthman



Cowboys, a photograph by John Lewis Stage from a recent issue of Holiday.

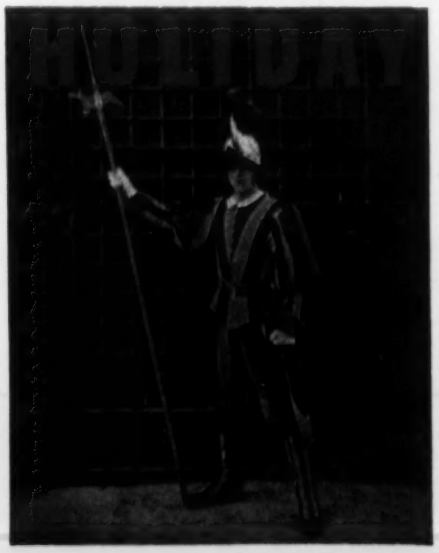
LOOK AT TEXAS THROUGH THE EYES OF AN IRISHMAN

And you see more than cowboys and oil wells, Neiman-Marcus and a jalopy speeding down a dusty road. An empire is delineated by the Gaelic perception and wit of Sean O'Faolain. In creative counterpoint are photographs by John Lewis Stage, sharply reminiscent of Frederic Remington.

This is Texas. And this is Holiday. Words *and* pictures, two highly personal points of view. A unique way of seeing people, places and pleasures. This is Holiday, beautiful and exciting.

There's a special relationship between Holiday and its readers. Simpatico, you might say. Muy simpatico. Families, some 875,000 of them, in an expansive, receptive frame of mind . . . families in a Holiday mood, who can afford to go places, do things, enjoy new experiences, fine possessions.

To more and more advertisers this is an unmatched selling opportunity.



***There's a rewarding new world for you in* HOLIDAY**

Suffering from N.I.D?.....*

Then it's time to inject a transfusion of excitement with a **proven method** of stimulating **sales.** Whether you are trying to reach millions of consumers for a new product, a new service or to bolster the sales of an established one, a **CONSUMER CONTEST** will do it quicker . . . do it thoroughly.

We have been contest consultants for the past 11 years. During that time, we've arranged for over $10,000,000 in prizes to help build sales. Running a contest that really sends sales soaring calls for a plan and a prize structure that will capture the imagination of the public, and the skill and enthusiastic drive to carry the plan through to its successful conclusion.

The S. Jay Reiner Company, Inc.

We can do this for you, as we have done it for many of the country's top-ranking (and smaller) business firms. There is no cost to you for the prizes, except for our nominal service fee. May we sit down with you and your client to explore this vast field of opportunity? **Write, wire or call:**

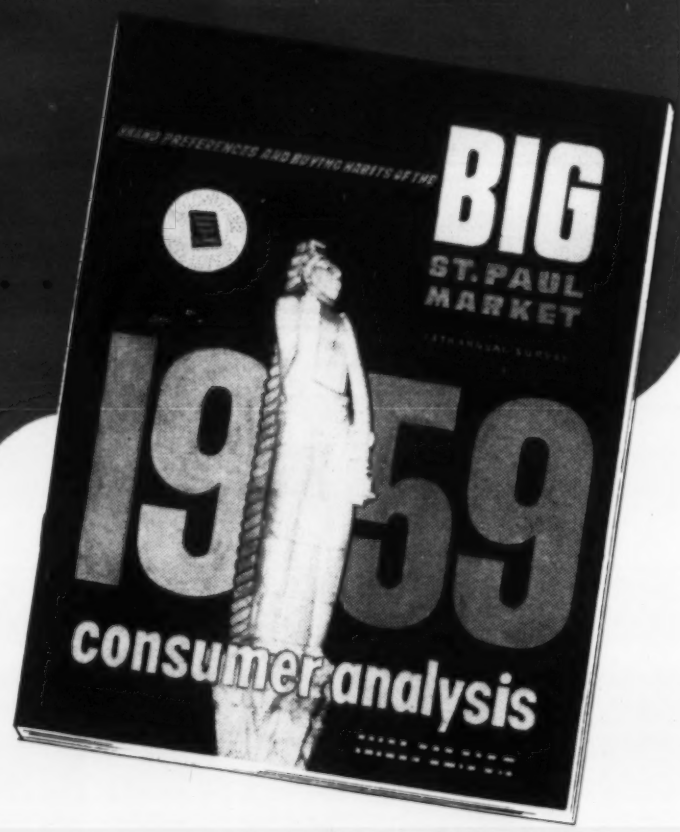
*N.I.D. — NEW IDEA DEFICIENCY

155 Mineola Boulevard, Mineola, L.I., N.Y. PHONE: Pioneer 7-5300

Twelve Years in Business • Twelve Years of Dependability

NEW PROGRAM—*New Reynolds aluminum House of Ease seal and ad materials are looked over by David F. Beard (left), general director of advertising, Reynolds Metals Co., and Richard E. Dysart, director of building products advertising.*

Send for your free copy now . . .



The 13th annual

consumer analysis

of the BIG 516,500 St. Paul Market!

When "Let's-buy-this" decisions are being made in the minds of the 516,500 people in the big, ever-growing St. Paul Market*, how does YOUR product rate? Is it looked for . . . or overlooked?

Find out in the 1959 St. Paul Dispatch-Pioneer Press Consumer Analysis . . . a penetrating and revealing study of the brand preferences and buying habits of more than half-a-million people who spend more than 629 MILLION retail dollars a year.

For your personal copy of this comprehensive analysis, contact your Ridder-Johns representative or write on your company letterhead to Consumer Analysis, Dept. B.

*Ramsey, Dakota and Washington counties—May 10, 1958 Sales Management Survey of Buying Power.

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

REPRESENTATIVES
RIDDER-JOHNS, INC.
NEW YORK - CHICAGO - DETROIT
SAN FRANCISCO - LOS ANGELES
ST. PAUL - MINNEAPOLIS

Reynolds Promotes Aluminum Wares in House of Ease Push

RICHMOND, March 10—Reynolds Metals Co. has planned a $2,500,000 campaign to promote its aluminum House of Ease program on a national scale this year. The company successfully test-marketed the program last year in six cities —Detroit, St. Louis, Boston, Wilmington, Chicago and Phoenix.

The House of Ease program is built around the local builder, and offers the home buyer a complete package of 20 to 30 aluminum building products—such as roof shingles, siding and windows —to turn a new home into a House of Ease.

These products will save the home buyer "up to $6,000 over a 30-year period, cut heating and air-conditioning costs, and give him more time for leisure," according to Reynolds.

In the test markets, Reynolds reports, seven out of ten home buyers, given a choice between the conventional home and the aluminum house at a nominal extra cost, chose the House of Ease.

■ National advertising will center around commercials on two Reynolds co-sponsored CBS-TV shows, "Walt Disney Presents" and "All-Star Golf." The commercials will allow for local cut-ins by participating builders.

Ads printed in color on aluminum foil will run in *Better Homes & Gardens Home Building Ideas, House Beautiful's Building Manual, House & Garden Book of Building, New Homes Guide* and *Today's Home.*

Local consumer advertising will help participating builders sell the House of Ease in their areas. The company aims at setting up projects in 160 cities which account for 80% of new home construction.

The company is also introducing a House of Ease seal to help fabricators, dealers and builders achieve "maximum identification" with House of Ease advertising.

■ Displays for use by builders in model homes are also planned, as are promotional literature, directional signs, mobiles and other merchandising helps.

Agencies handling the program are Lennen & Newell, New York; Clinton E. Frank Inc., Chicago, and Zimmer-McClaskey-Frank, Richmond.

O'Connell Named Manager

Mike O'Connell has been appointed district manager of *Architectural & Engineering News* for the Chicago area. He has opened an office at 1791 Howard St., Chicago 26. Previously he was with McGraw-Hill Publishing Co.

They loved us... IN PEORIA?

"HOW TO MULTIPLY YOURSELF" *hasn't* played Peoria. Not yet! But with more than 100 prints in constant circulation, this ABP sound strip film *has* been shown practically everywhere else. And coast to coast, the applause has been thunderous. (*Well, okay—merely deafening*).

Fact is, the fan mail keeps pouring in. If—by some quirk of insatiable curiosity—you'd care to see them, there's a whole file full of appreciative and heartwarming (to ABP) letters telling what a wonderful job "HOW TO MULTIPLY YOURSELF" is doing to impress salesmen with the importance of their companies' businesspaper advertising. Like this one from G. M. Gamble, Jr., of General Electric Advertising and Promotion: "... (*HTMY*) *was shown to a meeting of fifty apparatus salesmen . . . it has done an outstanding job of re-educating our sales force . . . pointing up the importance and rightful position of advertising on their sales team. We of General Electric advertising doff our hats to you! Your film and pass-out brochure have long been needed. Incidentally, I'd appreciate it if you could schedule me for use of* "HOW TO MULTIPLY YOURSELF" *for the full week of September 15 rather than just a September 16 showing . . .*"

"HOW TO MULTIPLY YOURSELF" IS THE FILM ABOUT ADVERTISING AND SELLING TO BUSINESS THAT NEEDED TO BE MADE!

Factual! . . . Educational! Downright Inspirational!

Shows salesmen how businesspaper advertising works for *them*. Tells how they can put it to work to step up their sales efficiency. Points out ways to follow through on the pre-selling that means better selling and more business.

If your salesmen are among the few remaining unfortunates (in Peoria or otherwise) who have not yet been exposed to HTMY—and you'd like them to see it—we'll be happy to arrange a showing at your convenience. Just drop us a line, or phone Business Service Department.

ABP BUSINESS PAPER LEADERSHIP

Helping business make businesspaper advertising more effective

THE ASSOCIATED BUSINESS PUBLICATIONS

205 East 42nd Street, New York 17, N. Y.

'Herald Tribune,' VIP Stations Cooperate in News Coverage

There are signs of closer ties between the *New York Herald Tribune*, which is now controlled by Plymouth Rock Publications, and the group of New York radio stations which Plymouth co-owns with Martin Stone, through VIP Radio Inc. The stations—WVIP, Mt. Kisco; WVOX, New Rochelle, and WSKN, Saugerties—are being operated as the "*Herald Tribune* network," with WVIP as the key outlet. The newspaper's news gathering facilities will be utilized by the stations and the news staff of the stations will help augment the paper's local news coverage.

A fourth station will be added to the "network" if the FCC approves VIP Radio's purchase of WKIT, Mineola. The *Herald Tribune* may run some spots on the VIP stations as it does on other radio stations in the paper's circulation area, but said there are no plans to saturate the VIP airwaves with *Tribune* advertising. Mr. Stone, "Howdy Doody" producer before he turned broadcaster, has been elected a director and vp in charge of radio and tv of Plymouth Rock Publications.

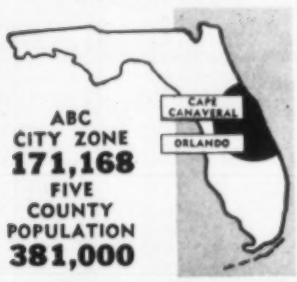
Continue-Flo, Sunbeam Name McConnell, Eastman

Continue-Flo Heating Products Ltd., Hamilton, Ont., and Sunbeam Corp. (Canada) Ltd., Toronto, have named McConnell, Eastman & Co., Toronto, as their agency. Melvin F. Hall Advertising, Buffalo, was the former agency for Continue-Flo; Vickers & Benson Ltd., Toronto, previously handled Sunbeam.

Mennen Sets Date Line Ads

Mennen Co., Morristown, N.J., will break national advertising for its Date Line teen age deodorant April 15. Magazines, television, radio and special promotions media will be used. Warwick & Legler, New York, is the agency. Date line was introduced in four test markets last fall (AA, Nov. 24).

Gateway to the MOON



ABC CITY ZONE 171,168 FIVE COUNTY POPULATION 381,000

100,000 DAILY CIRCULATION

Orlando Sentinel-Star
ASK BRANHAM

Auto Sales Zoom

Orlandoans in 1957 Spent $61 Million Plus for Automobiles

145 Pct. Ahead of Florida Avg.

228 Pct. Ahead of National Avg.

— From Sales Management

Wanted: Current, Up-to-Date Market Data for AA Readers

Advertising Age is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 12th consecutive year in the April 20 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

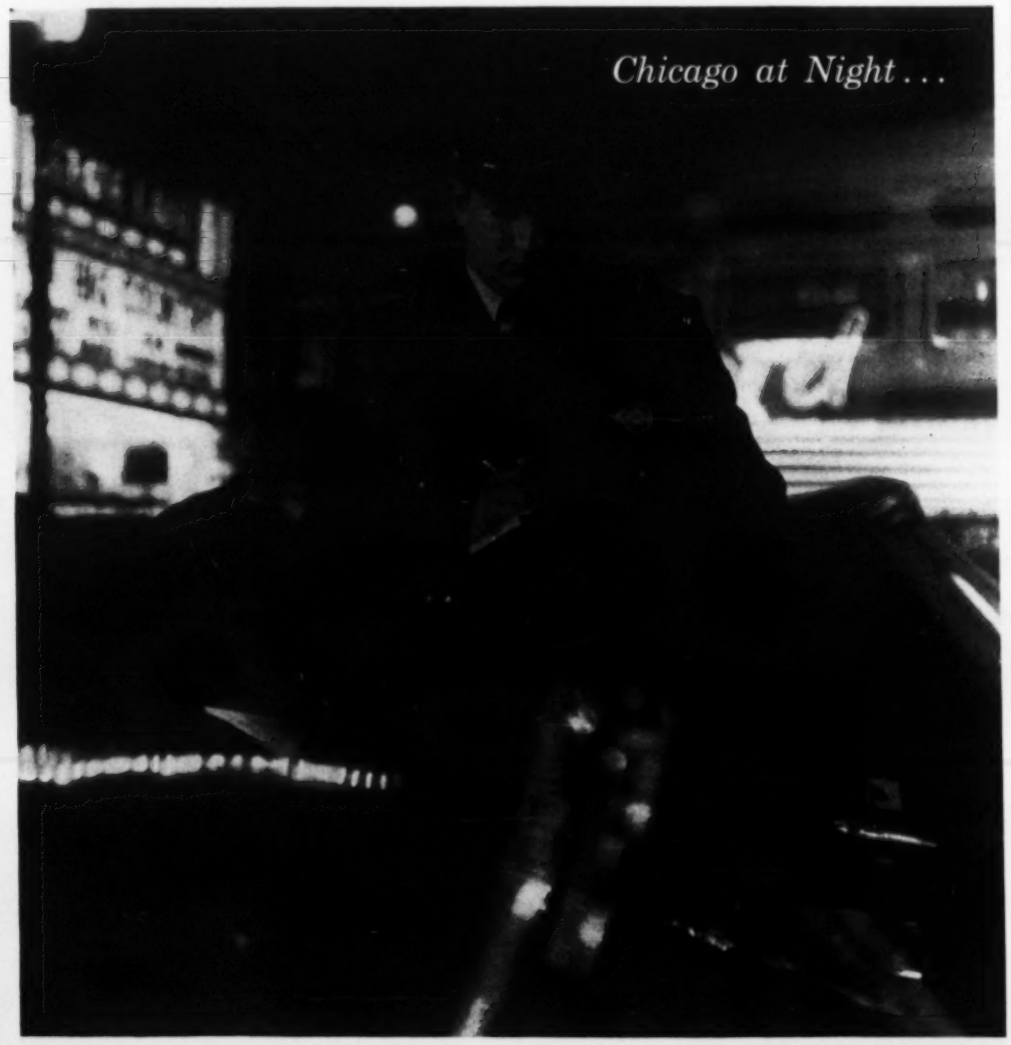
Last year, some 1,650 separate pieces of market data were listed in the section, and readers of Advertising Age sent in requests for more than 72,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1958, will be accepted.
2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before April 1, 1959.

Market data material scheduled for publication before Sept. 1, 1959, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches Advertising Age before April 1. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, Advertising Age, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.



Just the ticket. Curbed now, he's learning the penalty for hot-footing through the Loop. But speed in the City does offer its rewards. Witness SUPERIOR ENGRAVING, where the night shop runs wide open . . . and your rush order problems are gone forever.

For Superior Service, Superior Quality . . .

call SUPERIOR now!

215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS

CHICAGO'S FOREMOST PHOTOENGRAVING AND OFFSET PLATEMAKING PLANT

SUPERIOR ENGRAVING COMPANY
CALL
NIGHT
DAY
SUperior 7-7070

Agencies Must Earn Trust with Full Services: Harrington

San Francisco, March 10—The modern advertising agency must be equipped to operate in all phases of marketing to fulfill the big responsibility of handling large sums of advertising dollars, Eugene I. Harrington, board chairman of Honig-Cooper, Harrington & Miner, said last week.

Estimating that $11 billion will be invested this year in all advertising, he said, "There are only 50,000 people in the agency business today and the expenditures of this huge sum of money—this $7 billion spent in national advertising alone—is entrusted to the hands of about 25,000 people in important positions in the advertising agencies of America." He made his comments in a talk before the San Francisco junior chamber of commerce.

"Considering the size of the advertising business and the responsibility of its executives, is it any wonder, then, that the old fiction of a partnership relationship between agency and client is no longer a fiction, no longer wishful thinking but is, instead, a true reality."

■ Mr. Harrington warned agencies that "no longer can we be content to make frightfully expensive advertising on intuition or hunch—in the hope that somehow, some way, luck will be with us and the public will beat that well-known but mythical path to our client's door."

He advised agencies to "make the best possible use of our native ability to understand the workings of the consumer mind," use marketing facts efficiently, and "make expert use of the knowledge we have gained from the masses to improve the quality of our creative end-product—the advertisement—and to further its effectiveness in the market place." #

Storer Earnings Drop $4,000,000 in 1958

A decline of more than $4,000,000 in net earnings last year has been reported by Storer Broadcasting Co. Storer reported 1958 net earnings of $1,676,754 or 68¢ a share, compared with $6,396,164 or $2.58 a share in 1957.

The company said 1958 net earnings were adversely affected by the loss of $2,304,551 or 93¢ a share, incurred upon closing of its former Wilmington, Del., television station. The report also said the 1957 earnings included a nonrecurring capital gain of $1,996,122 or 79¢ a share.

Watson Boosts Potts, Petchul

Victor C. Petchul, editor of *Appliance Manufacturer*, has been elected a vp of Watson Publications, Chicago, and Robert A. Potts has been appointed publisher of the publication. Mr. Potts previously was business manager.

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

How's your Seattle Sales Appetite?

Only The Seattle Times serves almost the whole pie...

in the Seattle market area! In every income group... every age group... every occupation group... every size family... every geographical area—The Seattle Times is *preferred!* You reach 3 out of 4 newspaper reading homes in the ABC City Zone.

70.2% **OF THE MASS MARKET**
These people, earning $4000 or more a year are the mass buyers of your products.

80.0% **OF THE CLASS MARKET**
The Seattle Daily Times reaches 4 out of 5 families that earn $7000 a year or more.

THE EXCLUSIVE MARKET
121,826 households (377,661 people) read only The Seattle Times.

A CERTIFIED SURVEY By Dan E. Clark II & Associates

These important market facts are revealed in a new 1959 study of newspaper circulation, penetration and duplication by Dan E. Clark II and Associates. Write for your copy today!

The Seattle Times

SEATTLE'S ACCEPTED NEWSPAPER

REPRESENTED BY
O'MARA & ORMSBEE, INC.
New York • Detroit • Chicago
Los Angeles • San Francisco
Member Metro Sunday Comics,
Metro Rotogravure Group
and Farwest Rotogravure Group

Bundscho Can Do

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Sales Meeting Management Company Founded in Chicago

Associated Sales Meeting Coordinators, a new company specializing in the field of meeting management, has been organized with headquarters at 869 N. Dearborn St., Chicago. ASMC is a professional counseling service aiding companies, associations and their executives in the preparation and execution of their sales and business meetings, conventions and conferences. Horace M. Barba Jr., previously a space salesman with *Life*, Chicago, is ASMC president.

Spooner Joins 'Cue'

John Alden Spooner, formerly New York division sales manager of *Sales Management*, has joined *Cue* as sales manager, succeeding Herbert Ross, who resigned to go into publicity and promotion work.

Eaton Joins Henderson

R. H. Eaton, at one time treasurer of Henri, Hurst & McDonald, Chicago, has joined Henderson Advertising Agency, Greenville, S.C., in an executive capacity.

'American Brewer' Moves

American Brewer, 91-year-old brewing industry monthly, has moved out of New York City to new quarters at 33 Lyons Pl., Mount Vernon, N.Y.

AMERICAN AVIATION PUBLICATIONS

ANNOUNCES

airlift

the magazine of world air transportation

Beginning in April, AMERICAN AVIATION Magazine becomes **airlift**—the monthly magazine serving the world air transportation market. This is not only a change in title but an updating of editorial concept brought about by the evolution within the air age itself. **airlift** is edited for the worldwide commercial, military and corporate Air Transportation Industry. Feature articles are designed to interpret trends and developments. They highlight new products and equipment, operations, maintenance, communications, and engineering. **airlift** offers editorial coverage of *all* phases of the market concerned with transportation of people and goods by air.

Airlift—a Multi-Billion Dollar Market. With 25,000 circulation, **airlift** reaches men in management, engineering, operations, maintenance, overhaul and purchasing, in *all* segments of the Air Transportation market. This includes both domestic and international air carriers, supplemental and all-cargo carriers, military transport and logistics, airways and navigational facilities. Also business aircraft, terminal airports, helicopters and fixed base operators.

Airlift—Another "Market of the Future". **airlift** is a specialized magazine for a specialized market—world air transportation. It is not concerned with combat aircraft and weapons systems. Military interests aside from airlift are served by MISSILES AND ROCKETS, and ARMED FORCES MANAGEMENT—other American Aviation Publications serving "markets of the future" Sell the world air transportation market in **airlift** No other magazine serves this market directly.

air'lift, v.t. to transport by air

airlift

American Aviation Magazine Since 1937

AMERICAN AVIATION PUBLICATIONS, INC.

1001 VERMONT AVE., N.W. • WASHINGTON 5, D.C.

World's Largest Aviation Publishers

DINNER—*John B. Canepa Co. is using color pages in Chicago and Peoria newspapers, b&w ads in 87 others, for its Red Cross dinner campaign. The ads give stores the opportunity to tie in with related items. Edward H. Weiss & Co., Chicago, is the agency.*

Petersen Reports Import Car Dealers Unworried by Big 3

LOS ANGELES, March 10—The predicted entry of General Motors, Ford and Chrysler into the small car field is of little or no concern to West Coast distributors of imported cars, according to a survey by Petersen Publishing Co., publisher of *Hot Rod*, *Motor Trend* and *Motor Life*.

The survey discloses that import distributors are enjoying record sales currently and have nothing but confidence in the future. They hold a wait-and-see attitude about their advertising but contemplate no changes in its tenor or volume under present circumstances.

Some distributors feel they may increase advertising as sales continue to increase. Others, with only a limited number of cars coming in, will do no additional advertising.

■ The consensus is: No change in ad policies when Detroit smaller cars hit the market. Reports indicate that Ford, Chevrolet and Plymouth will try to have their smaller cars out this fall.

The survey covered distributors of Volkswagen, Porsche, Hillman, Sunbeam, Austin, Morris, MG and Austin-Healy cars. #

Import Cars Up 2,300%

DETROIT, March 10—Registrations of new imported cars in the U. S. have risen 2,300% in the past 11 years, according to R. L. Polk & Co. Revised figures by Polk show the following figures for each year since 1948:

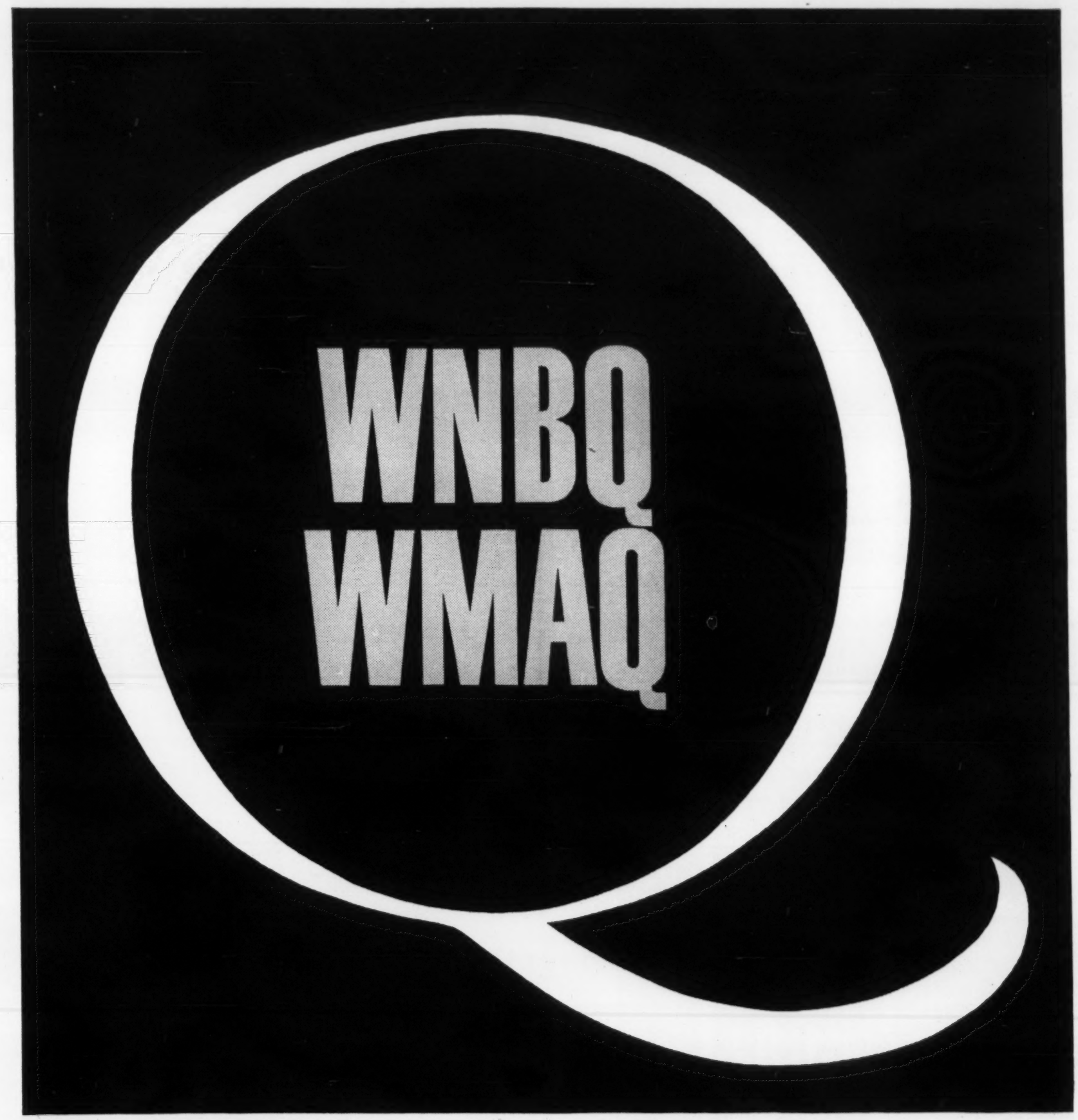
1948	16,133	1953	28,961
1949	12,251	1954	32,403
1950	16,336	1955	58,465
1951	20,828	1956	98,187
1952	29,299	1957	206,827
		1958	377,548

Burns Joins MGM-TV

John B. Burns has joined MGM-TV, New York, in the new post of director of national sales. He resigned as vp and director of national sales of ABC Films, New York. ABC Films has not yet selected a replacement for Mr. Burns.

West Park Gets 'See' & 'Real'

West Park Publishing Corp., New York, publisher of *Dude* and *Gent*, has acquired *See* and *Real* and will continue to publish them on a bi-monthly basis. David P. Riker, New York, continues as ad representative.



YOUR Q FOR QUALITY In Chicago WNBQ and WMAQ mean Quality with a capital Q! And *everybody's* handing out prizes for it – the Audience *and* the Trade. ■ Chicago's *audience* votes prizes to WNBQ and WMAQ *every* day . . . from early in the morning to late at night. In television, WNBQ, the world's first all-color station, is the *only* network television station in Chicago to show a gain in total share of audience over the past year.* ■ Jack Paar sews up late-evening television with an average rating of 16.1 between 10:15 p.m. and midnight; 28 per cent higher than the highest rated feature film during this time period!** ■ In radio, WMAQ's Henry Cooke leads off with as much as 24 per cent of the morning radio audience.*** ■ Rounding out a perfect day is Jack Eigen, the nation's most imitated interviewer, with as much as 32 per cent of the late night radio audience!*** ■ Chicago's *trade* votes prizes *too!* The Chicago Federated Advertising Club, for instance, awarded the two stations a total of *eight* first places in the last local competition for excellence in programming. More than any other Chicago stations. ■ WMAQ and WNBQ were the *only* Chicago stations cited in the Broadcasting Magazine and TV Age national promotion competitions. ■ Other national and local awards include citations for Alex Dreier, Clifton Utley and Len O'Connor for excellence in news coverage. Take YOUR Q for success in Chicago . . . take **WNBQ • WMAQ**

NBC IN CHICAGO • SOLD BY NBC SPOT SALES

*ARB, Feb. '58 & Feb. '59 **ARB, Feb. '59 ***Nielsen, Jan. '59

If you want to make a sale...

...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

The 15½ million family members who enjoy Better Homes and Gardens each month (including husbands as well as wives) are thirsty for ideas about living better and how to go about it. And that's exactly what they find in their favorite idea magazine.

Every single page of Better Homes and Gardens is devoted to family service. And what a wide, wide world of interests that covers—not only at home, but away from home, too!

More and more advertisers are discovering the tremendous sales power of BH&G's brand of what-to-do and where-to-get-it ideas. Want proof? See your Better Homes and Gardens representative! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads

. . . the family **idea** magazine

NOW OVER 4,700,000 COPIES MONTHLY

Feature Section

Advertising Age

Tyler's February Ten

TV Prospects Abroad: No. 1

Legal Front: Tax Law Change

The Hat's a Riot, Andy Learns

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Ten . . .

He Likes the One-Timer

By William D. Tyler

Though partial to his handiwork, the conductor of this column admits one weakness in his favorite reading matter. It tends to favor agencies that believe in the power of the individual advertisement over those who believe in the power of repetition. Since the latter type of agency runs, for the purposes of this column, virtually one ad in a campaign, whereas the former can make news every time out, you will find less mention here of "patterned" campaigns and their agencies than is their due.

William D. Tyler

Neither Goose Nor Gander

The ad for El Al Israel Airlines that makes the point that their jet-props, unlike pure jets, make no refueling stops in Labrador or Newfoundland, exemplifies the above. Doyle Dane Bernbach made a

NO GOOSE
NO GANDER
No refueling stops at Goose Bay, Labrador or Gander, Newfoundland when you fly El Al jet-prop Britannia between New York and London or Paris. It's the only jet-powered airliner that makes it non-stop regularly across the Atlantic. Book El Al Britannia to London, Paris, Rome, Zurich, Athens, Tel Aviv. EL AL ISRAEL AIRLINES.

stunning page out of this one-shot ad idea. This was a far more compelling way of saying that El Al's are the "only jet-powered airliners that make it nonstop regularly across the Atlantic" than that unvarnished statement. Yet, if it hadn't been *quite* as compelling, it would not, in our opinion, have made the point as sharply as the straight statement would have. Dangerous business, the indirect approach.

Good One for Mercury

Another example of the fact that one good ad doesn't make a campaign is the excellent ad for Mercury that illustrates, in cartoon style, the problems you *won't* have with Mercury. The captions, in case you can't read them, are as follows: The man at the top is demonstrating ". . . newly discovered ailment, Enter-Phobia." The one wearing the pillow, "Back-Seat Bounce"; the cramped three, "Close-Togetherness"; "Door-itis of the Knee," "Stormy-Weather Twitch," "Middle-Man Crouch" are the three at the bottom. Idea for the ad was Kenyon & Eckhardt's Ed Ferree. Copy by George Asch, and layout by Charles Silver.

U. S. Lines Tops Itself

United States Lines has had a strong testimonial campaign for the past year, but the newspaper page shown here is a

far greater ad than any of these. Better yet, it trades on the fine quality impression the previous ads have created. "To Europe—for the cost of a 5-day motor trip!" is a strong thought. Richard B. Neff's copy is a joy to behold: "Suppose you and your wife had a chance to join a 5-day seagoing houseparty on a gigantic yacht some five blocks long." The long copy bristles with facts, figures, comparisons, and detailed information.

PROBLEMS
YOU'LL HAVE TO
LIVE WITH
IN EVERY NEW CAR
EXCEPT MERCURY
20th ANNIVERSARY '59 MERCURY BUILT TO LEAD . . BUILT TO LAST
SEE IT TODAY AT THE NEAREST DEALER IN THE METROPOLITAN AREA

Provides exactly what I recently pointed out was lacking in most travel ads: information. This is lousy with it. Layout by J. Walter Thompson's Richard Bonhote.

Dr. Pepper Going National

This regional soft-drink bottler plans a national expansion, and he couldn't have run a better teaser than the page in *Life* that offers sender-inners a "genuine bottle cap" on velvet under a bell glass. Sheldon Sosna's subhead: "Rare opportunity for folks who want to demonstrate their utter good taste—but who live where Dr. Pepper isn't sold." If you dismissed this as a bit of fluff on first reading, ponder what they could have done that would better make you conscious of a brand name unfamiliar to you, and whose product is presently unavailable. The audacity alone should sink the brand name home. I liked the trademark character's dialog down in the corner: "Why not send a full bottle, Poppa?" "Think of the expense!" Grant's Kenneth Boehnert made the layout. Idea was Greg Sherry's.

Listerine No Longer a Cosmetic?

Most of the Listerine advertising I have seen recently is like this one. It delivers a powerful germicidal story and seems, to me at least, to re-position the brand as a germ-killer rather than as a cosmetic. Regardless, this ad does an excellent job of recommending the product to mothers as a protective agent against contagious diseases. John MacKay's headline is a fine selling thought. The chart at the bottom lends validity to the subhead claim. Layout by Walter Peters of Lambert & Feasley.

Tomorrow's Telephones

In this rather anemic looking layout, Bell Telephone lets go with real product

news. Such a story deserves at least a spread and far more attention to the illustration. Even so, this ad should go off the chart for noting and readership. Only trouble is, George W. Cecil's good copy concerns itself with the economic future of Bell, while the headline and picture talk about something in the reader's interest. Whether an ad that goes off in two directions like this really registers both, is always a question. N. W. Ayer is the agency.

News for Knees from De Soto

De Soto has been running strong, simple advertisements this year. One I like best is shown. Tells its story visually, and John Steer's and Si Costa's headline is a good one. So is their headline for another ad in the series that shows a baby with a toy in the back seat: "The only rattle you'll ever hear in a '59 De Soto." Art director is BBDO's Gene Foster.

kiosk. There's not much I can add to the evident appeal of the ad itself, so look for yourself. The posters themselves say about all there is to say. The art director was Marty Stevens.

Theme Has a Wallop

There were a lot more clever ads last month than the one for General Dual 90's, but I guess I don't know what you could say in a tire ad that would have much more wallop than the theme: "Built to last longer than you'll keep your car." In Hans Sauer's layout, the line is handled with the strength and importance it deserves. There's a slight back of the wrist to competition in the corner of the ad that reads, almost like a throw-away, "Free road service if it punctures." Denny O'Neil of D'Arcy wrote the headline, Hans Sauer picked it up and made a campaign of it. #

Buy a '59 Car...
Buy Dubl 90's!
Built to last longer than you'll keep your car
• Puncture-Sealing • Quiet Running
• Quick Stopping • Easy Steering
GENERAL DUAL 90
2 TREADS AND NYGEN CORD

How Long Has It Been?

Not the easiest sale to make is that of a set of Syntopicon, published by the Encyclopaedia Britannica. It isn't everyone who wants to read over 50 adult textbooks, let alone pay the tariff for them. Those who will, however, will be powerfully attracted by Frances Kennedy's headline appeal, "How long has it been since your mind was stretched by a new idea?" This was borrowed from a saying by Oliver Wendell Holmes. It states the case for the Syntopicon and the Great Books just about perfectly. Especially when the quotation is finished, as it was in the copy: "... can never go back to its original dimensions." The agency is Dancer-Fitzgerald-Sample, Chicago.

Ingenious, These Parisians

A travel ad that combines allure, information and strong price sell all in one arresting illustration, is the one Glenn Verrill of BBDO thought up for Air France. It is the one of a bill poster pasting up Air France sheets on a Parisian

but favorable for that market.

2. *Puerto Rico.*

This island has two-station competition, adequate coverage of the island, U.S. and local variety programming and fair prices. The set growth is steady and the coverage of potential customers is good, thanks to the multiple set viewing.

3. *Cuba.*

Here there are more stations than the advertiser can use—five in Havana, plus one color station—good network coverage, good live and film programming, competitive prices, and a chance to negotiate for better-than-average deals. Despite the revolution, the commercial prospects on the island are excellent.

4. *Venezuela.*

This is a rich country with a very bad currency and a good deal of inflation. There is two-station competition and adequate programming. The set growth here is steady and covers the best prospects for U.S. merchandise.

5. *Argentina.*

The outlook for the Argentine is good, now that the government wishes to encourage the growth of television commercially. The country is usually coupled with Uruguay, and sold in tandem. Set growth here is encouraging, and those who can afford to buy are bound to have sets sooner or later.

To sum up for the rest of this area: In Colombia, Chile and Peru, tv is coming up fast. The beginnings of a tv industry are there in San Salvador and Costa Rica, and the Dominican Republic has a well-financed video development.

In general, the countries listed in this column represent the cream of advertisers' opportunity in worldwide television. #

Looking at Radio and Television . . .

Television Prospects Abroad

By The Eye and Ear Man

As U. S. advertisers and their advertising agencies become increasingly aware of the growing importance of the worldwide markets, the question of advertising—and especially television advertising—becomes of paramount importance. This is the first in a series of articles that deals with the opportunities.

In general the world can be divided into several sections:

• **1.** *The English speaking countries:*

A. *England.*

Television advertising in England is commercial, priced in accordance with U.S. expectancies of cost per thousand homes per commercial minute, and hard sell in approach (and how). The major difference there and here is that an advertiser must buy spots that are run-of-schedule, but within time periods that are priced for circulation delivered. And an advertiser can not sponsor a program; his commercials are inserted in the breaks between programs.

Saturation in England has sharply risen so that it is possible to reach the best group of economic prospects at a reasonable price.

■ **B.** *Canada.*

Canada, also, has commercial television, time franchises for spots or programs available for advertisers, full schedules, fair prices, the opportunity to extend the U.S. network into Canada, and some stations on which spots or programs can be placed.

The future of Canada is even greater because the new government is going to franchise stations to compete on an equal basis with the government-controlled CBC. Canada will soon be as open to television advertisers as the U.S. is.

C. *Australia.*

This is another market with adequate programming (U.S. shows run almost exactly as they are seen in the U.S.), multiple competition in Sydney and Melbourne, adequate sets per population, the prospects for growth into the rest of the country, and fair prices. The advertiser going into this market can expect to get a good value.

• **2.** *The Spanish Speaking Market:*

A. *Spain.*

So far there are very few facilities.

B. *Latin & South America.*

This is a fast-growing market limited by the political unrest, the extremely low-income groups, and the lack of competitive television. There are almost 2,000,000 television sets and the prognosis is very good. The countries vary widely in their growth, but the market divides this way:

1. *Mexico.*

There is good television coverage throughout Mexico, and U.S.-type operation, with U.S. film shows with Spanish soundtracks and live Mexico-produced variety shows. The medium is dominated by a single owner, but it is possible to make a good deal for advertising at a price per thousand somewhat higher than U.S.

Employe Communications . . .

Prof's Talk Lacks Professorial Pitch

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

If there is anything that sours the battle-scarred cynic of industrial relations, it is the speaker fresh from the cloistered classroom who suggests new philosophies for meeting the challenges of factory life. It is generally apparent, in something under 30 seconds, that the good professor has never been within hailing distance of a lathe and knows nothing whatever about the rigors of the shop. It takes perhaps 40 seconds for the visiting theoretician to get his foot in his mouth and ten seconds more for the listeners to wish they were somewhere else.

Delegates to the personnel conference of the American Management Assn., held each February in Chicago, rarely are obliged to wilt through the presentations of the inexperienced. Something in the way of a premium was handed them at the most recent powwow, when an academic personality took over the stage and laid the facts of industrial life right out on the table.

■ This was James Hayes speaking, and he is dean of the School of Business Administration at Duquesne University in Pittsburgh. If the program chairman of your local industrial relations society wants to do the lodge a favor, he'll put in a call this morning and line up Dean Hayes for a talk. The advertising fraternity could do worse than to book this act, for the young, handsome and entirely forthright educator calls things by their right names. It is barely possible that he might startle the smugness out of practitioners in your field as well as ours. The rapier with which he punctures some of the more gloried beliefs of management must still have an edge left.

Dean Hayes has taken a long, penetrating look at management development, a fairly new science which tends to operate on the theory that you turn out executives in much the same way you stamp out metal parts. Dean Hayes notes that the candidate for the superior job needs—among other attributes—a deep faith in the sincerity and integrity of the people and the company he works for. The dean laughs off mass programming in executive development, although the money currently being spent in mass programming in industry today is enough to threaten the entire economy. The dean contends (and makes a whale of a lot of sense doing it) that the real mileage in executive development is achieved when the campaign gets personal and the mass aspects are scrapped.

■ The speaker reeled off supporting documentation for all to hear. He cited ex-

OBSERVATION is a fact of LIFE

Observation makes bright-eyed people, alert and eager people, who see something now and respond to it now. (If you know an observant person, seek him out; he is wonderful company.)

It is no surprise that people who are observant about life look forward to LIFE. LIFE has their spirit. LIFE seems to regard the fine art of observing as they do — that what is happening, changing, ending, beginning today is well worth watching.

Observation is a fact of LIFE. One fact. You might say that for more than 32 million eager readers, LIFE each week is everything that is *new* and *now* and in the *present.*

That's why your advertising will perform well in LIFE. Call your LIFE representative. He has all the facts of LIFE.

amples no management man could deny or sidestep. And he did it with such force, conviction and good humor that he had the audience in his palm before the first paragraph was completed.

In our book, the good prof did a lot for the American Management Assn. and its attentive, appreciative membership at the personnel conference. He certainly did himself and his distinguished university no harm. But his great accomplishment lay in burying, rather deeply, the irritating belief that academic personalities without the grime of shop toil under their fingernails don't belong at industrial relations conferences. If Dean Hayes is a sample, maybe more of them do. #

Salesense in Advertising . . .

What Is the Meaning of Value?

By James D. Woolf
Creative Consultant

"Steel shelving, $18.95 Value, $9.99."

What is the meaning of *Value* as used here? Does this product normally sell for $18.95? Are competitive products of equal quality priced at $18.95? Is the advertiser taking a loss of $8.96? Is the consumer being offered a genuine saving of $8.96? *Value.* What is it?

James D. Woolf

The Websterian definitions of the noun *value* are several. The first two are: (1) a fair exchange in money, goods, services, etc., for something exchanged; (2) monetary worth of a thing; marketable price.

This noun is outrageously misused, misapplied, and maltreated in advertising, especially in the retail field. It is interesting to note that very few newspapers give voice to even a whisper of protest to this kind of questionable advertising.

Before me is a newspaper ad, one of scores of similar ilk in my files, which offers the following "bargains":

Steel Shelving, $18.95 value, $9.99.

Chrome Plated Kitchen Stool, $12.75 value, $4.98.

Hardwood Toilet Seat, $7.95 value, $3.98.

Nylon Stretch Sox, $1.80 value, 88¢.

Ironing Board Pad, $2.98 value, 99¢.

Folding Metal Chair, $5 value, $2.49.

Simulated Oil Paintings, $3.00 value, 99¢.

Plus a dozen other "bargains" I shan't bother to quote.

■ Reputable, self-respecting stores do not stoop to deceive with this shoddy gimmick. But of the less self-respecting stores there are thousands. And there are only a handful of newspapers that frown on this sort of shenanigan. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

What's Doing on the Legal Front . . .

Recent Tax Law Change Promises Advantages for Closely Held Corporations

By Sidney A. Diamond
Member of the New York Bar

Doing business in the form of a corporation can be a mixed blessing. Legally speaking, a corporation exists separate and apart from the stockholders who own it. One important consequence of this is limited liability; if the corporation is unable to pay its bills, creditors ordinarily have no right to collect from the individual stockholders.

Sidney A. Diamond

Advertising agencies, package producers, and other companies that constantly risk mammoth damage suits on such claims as copyright infringement and idea piracy find the corporate form particularly worth while as protection for the personal asset of their stockholders.

■ On the other hand, the tax burden on the stockholders of a corporation can be extremely heavy. Profits earned by the corporation itself are subject to federal income tax at a sliding scale of rates up to 52%. Then, when accumulated profits are paid out to the owners of the business in the form of dividends on their stock, the same money is taxed a second time as part of the individual stockholders' personal income. This double tax bite sometimes has deterred business people from incorporating and kept them operating as partnerships or sole proprietorships, instead.

A "sleeper" provision in the tax law may bring about radical changes in this situation. Toward the end of its last session, Congress passed an extremely lengthy bill, known as the "Technical Amendments Act of 1958," that made numerous alterations in the Internal Revenue Code. One completely new set of provisions establishes a classification known as the "small business corporation" and permits corporations that qualify under the definition of that term to take advantage of some truly remarkable tax benefits, including the elimination of the double tax on corporate profits.

■ The first point to be noted is that the term "small business" is not a limitation on the dollar volume of the enterprise. A "small business corporation" can do any amount of business and make unlimited profits. The principal tests it must meet are: (1) not more than ten stockholders; (2) only one class of stock; (3) not organized under the law of a foreign country; (4) all stockholders individuals, or the estates of deceased individuals; (5) no stockholder a nonresident alien; (6) not more than 20% of gross receipts derived from royalties, rents, dividends, interest, annuities, and sales or exchanges of securities; (7) not more than 80% of gross receipts derived from foreign sources; and (8) not a member of an affiliated group of corporations for consolidated tax return purposes.

Although this may appear at first glance to be a formidable list of requirements, it probably can be met by a substantial majority of all corporations in the U. S. today. Besides, some corporations that now fail to qualify could be reorganized to pass these tests, and many unincorporated businesses could be transformed readily into corporations that would meet the qualifications.

A corporation that satisfies these requirements does not receive any difference in tax treatment automatically. It has the right to claim the benefits of the small business corporation provisions by filing an election to do so. This is a simple procedure, but it must have the unanimous consent of the stockholders.

Filing the election has a number of effects, some of which are quite dramatic. The corporation is no longer subject to federal income tax. Instead, the stockholders are taxed on their proportionate share of the corporation's undistributed net income at the end of its fiscal year (plus any dividends actually received from the corporation). Although undistributed profits are taxed in the year when they were earned, the actual cash can be paid out to the individual stockholders in later years as a tax-free transaction.

■ The undistributed net profits are calculated as of the last day of the corporation's fiscal year and that is the date on which the stockholders are charged with their proportionate shares. Since practically all individuals pay taxes on a calendar year basis, this system may permit deferring the payment of individual income taxes on the corporation's earnings until a subsequent year. Or, if that is not desirable, the amount of taxable earnings left at the close of the year can be reduced by declaring ordinary dividends early in the corporation's fiscal year, since dividends are taxed to the

The Creative Man's Corner . . .

For Better Understanding

B. E. U. helps you build a top-notch staff. B. E. U. is a service developed and offered only by Connecticut General. It provides Better Employee Understanding of group benefits. A company needs B. E. U. to get fullest value from its investment in its group insurance and pension plan. ■ Your employees, like most companies', probably have only a hazy idea of the benefits your plan affords. Ask them . . . they'll agree. Yet with B. E. U., complete clarity on the specifics of their group plan is assured. ■ When they understand how much more their benefits might cost them as individuals, they appreciate them so much more. ■ Attracting the best employees is only one possible result with B. E. U. There are others just as profitable. Ask about B. E. U. Connecticut General Life Insurance Company, Hartford.
Group Insurance | Pension Plans | Health | Accident | Life
CONNECTICUT GENERAL

We like and applaud fresh approaches in advertising. But only if they communicate more trenchantly than tired approaches.

"With B.E.U.," says this ad for Connecticut General Life Insurance Co., "complete clarity on the specifics of their group plan is assured [employes]. When they understand how much more their benefits would cost them as individuals, they appreciate them so much more. Attracting the best employes is only one possible result with B.E.U. There are others just as profitable."

We doubt that a hard-boiled business executive will get any more out of this garbled, incomplete message than we were able to get. B.E.U., should you be interested, means Better Employe Understanding—of group benefits. How this is brought about we can only imagine. Maybe through booklets sent the employes through the mail. Or by notices posted on bulletin boards. Or maybe Connecticut General sends real live people down to do the explaining. And, of course, we could be wrong on all three counts. But *you* read the ad, and *you* try.

After you read the ad, try interpreting the illustration. Part of it's a hand, all right. But what's that *above* it? An organization chart? The president, the vps, and the assistant vps? And whose hand is about to squeeze it and bust up its symmetry?

Better write Connecticut General, as the ad says, and ask *them* about B.E.U.

Supermarket?

New York is the super of all markets. 5 million families growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

individual stockholders on the date they are received.

If the corporation sustains an operating loss instead of making a profit, the loss is fully deductible by the individual stockholders on their personal income tax returns. Just as the stockholders are charged with their proportionate shares of the corporation's net profits at the end of a fiscal year, so they are credited with their proportionate share of the loss, which they may offset against their income from all other sources.

Any capital gains made by the corporation also are attributed to the individual stockholders. This feature of the new law may make it possible to circumvent the rule against so-called "collapsible" corporations. A corporation that has produced a motion picture or a television film series, for example, might be able to sell its assets in a transaction that would give the stockholders the direct benefit of the lower capital gains tax rates and not involve the corporation in any tax at all.

■ Since the tax consequences of what the corporation does are passed through to the individual owners in the manner described above, the stockholders are in much the same position, for tax purposes, as if they were members of a partnership. For all other purposes, however, the business remains a true corporation. Accordingly, the stockholders continue to have the usual protection of limited liability. In addition, the corporation can deduct as a business expense the cost of pension plans, group life insurance programs, and other employe benefits that may cover its own stockholders. This important advantage is not available to partners.

The election that is required to make use of these new provisions must be filed during the first month of the fiscal year to which it applies, or the month immediately preceding it. A grace period established when the new law was passed has expired already, and it is too late for most corporations to do anything about 1959 income. New corporations, of course, can be formed at any time and they may file during the first month of their initial taxable year.

The election can be revoked at any time by unanimous consent of all stockholders. In addition, what amounts to an automatic revocation will occur if the corporation ceases to meet all of the basic requirements summarized above, or if any shares are acquired by a new stockholder who fails to file his consent within 30 days.

Because of the uncertainties of this radical new law, not many corporations took advantage of the grace period or filed elections during the first month of 1959. As a result, we now have a breathing spell in which businesses can be studied and plans made for their future. In most instances, the collaboration of an accountant and a lawyer will be necessary to analyze the situation and report on the feasibility of using the new tax law. If it fits your particular business or if your business can be reorganized to make it fit, important savings may result. #

Learning from the Retail Ads . . .

The 'We Pay No Attention to the Medium' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

This is a type of ad that largely ignores the medium, and concentrates largely on being a creative exercise for ad makers. When a newspaper is used as something less than a newspaper, money is wasted. This advertiser prints black on grey—not a technique for the hurly-burly bang-

bang of newspaper presses in a hurry to tell a waiting world what's happened in the world in the last few hours. This advertiser uses label headlines, a good technique for a pharmacist identifying products in bottles—but a poor technique indeed for a store selling merchandise. This advertiser uses capital letters for body copy—perhaps satisfactory for billboards, or for a telegram which you receive only occasionally—but certainly not satisfactory for paragraphs the store desires to be read by many people.

If a newspaper publisher wanted to make sure his editorials would not be read, he would need only print them in upper case. Advertising is a semi-science. But practiced without concern for its professional body of truth, it is an irresponsible exercise in creation that wastes money madly, and selling opportunity even more. This is bad in any medium. But in the newspaper with its special virtues for a store with a story worth telling, it is sheer economic tragedy.

■ Stores that use newspapers should pause and regularly consider the virtues and characteristics of their most natural medium. Then they should prepare ads with almost "reverential" care. The "power" and "force" and the "profit leverage" of good advertising well presented are little short of the miraculous.

The newspaper is a unique medium with unique advantages. It should be used to utilize those advantages.

It is a worldwide publication every 24 hours, in that it draws upon every quarter of the globe each day for *news*. It is a *service* publication, a *fashion* publication, a *shelter* publication. It deals, too, with the economy, politics, society, sports, finances, and entertainment. Nearly everyone reads a newspaper.

No one reads just right hand pages, or left hand pages. Editors do not hesitate to use hundreds of words on any subject of interest. People may average only 30 or 45 minutes a day on a given paper. But within that 30 or 45 minutes they will spend as many minutes as may be required to read *any ad or item that renders service to them*, or interests them.

A woman may skip the sports pages, and read avidly a thousand words on cosmetics or fashion. And whether it's in editorial or advertising columns makes no difference, if it serves her and her interests.

A man may skip women's pages entirely, and spend five minutes reading 999 words on outboard motors, politics, or automobiles—in news columns *or* ads.

The newspaper's audience is not captive. It is a free audience in a free world. Faced with a thousand items among which to read, each individual picks what he wants to read for as long as he wants to read it. He needn't waste time on, or be annoyed by the items to which he is indifferent.

The paper may be put aside for later reading, and may be read any hour of the day or night that suits the reader. He may read and re-read. He may hold and discuss an item with the family or a friend. He may refer back to an item again and again.

It is a medium custom-adapted to the time and tastes of each reader. He has but to scan and select. This is the American habit. We are a nation of selectors. We select from curricula, from menus, from indexes, from catalogs, from products, from telephone books—the things most precisely required, interesting, and appealing to us.

■ The daily miracle of worldwide news, assembled, composed, printed and deposited on a doorstep (we hope), necessitates the newspaper's own techniques for printing—hence its own demands in production.

The paper has an eternal sense of imminence, of nowness, of newness, of casualness, about it. And a sense of intimacy—even the worldwide news may be filtered through local people by grace of local mechanisms and facilities! Truly wonderful are the rewards of the advertiser who learns to use the newspaper intelligently. How remarkable it is so few stores learn! #

From an Art Director's Viewpoint . . .

The Structure of Comedy

I bought this hat with what I saved on PACIFIC sheets

I bought PACIFIC CONTOUR* sheets because they fit the best . . . and because the Contourettes go on so easily and stay smooth. I bought CONTOURS with Custom-Fit corners for our extra-large mattresses . . . and then I got flat sheets to match all of them. I'm also trying out the new PACIFIC PACEMAKER* sheets that don't need ironing . . . those bonuses! I saved money on every marvelous PACIFIC sheet I bought this January . . . enough to get this hat, and if you know how . . . my savings were more than "pin money"!

*PACIFIC MILLS DOMESTIC CORP., an affiliate of Wamsutta Mills. Dept. PS 40, 1430 Broadway, New York 18, N. Y.

*names of Contour sheets. Pacific makes fashion fabrics for men, women and children.

By Andy Armstrong

A lady in Tuckahoe, N. Y., apparently gets laughs out of advertising, something we all do now and then. She tore out the Pacific sheets ad shown here, and sent it along because she thinks the model's hat is a riot—a real bustle-buster. She would like this column to make a few jokes about it as soon as possible.

Andy Armstrong

Now this column has had fun in the past with advertising gaffs and clichés, and will have fun with such occasionally in the future, although not very often, since advertising is a deadly serious business with only a vestigial sense of humor toward its own product. Generally speaking, it is all right to rib advertising—other people's advertising—on the 8:10 or the 5:20, or in the station bar, or in the privacy of your own breakfast nook where you can say in low tones to your wife, "If you will promise not to tell anybody, I will point out to you something comical about this ad here," being careful to fold the page so she cannot see whose ad it is.

But, also generally speaking, it is a better plan to guard your talk and act as if there is nothing funny about the ads, or about the people who make the ads, or about the products advertised, or about the people who make the products advertised. Pretending that all people, whether writers or artists or manufacturers, are geniuses, and that the things they make, whether ads or articles, of daily living, are peachy keen, may be hard to do, especially with a straight face. But where would we all be if this mythology were not perpetuated?

■ Disappointing the lady in Tuckahoe, however, by refusing to join her in guffaws over the hat in this ad, has nothing to do with the Principles of Lifemanship touched on above. It has very much to do, instead, with a thing called the Structure of Comedy.

This picture is comedy, in that it tries for, and achieves, an assault on the responsibilities of its audience. Stated with less grandeur, this means the advertiser is looking for a laugh, and gets one. He gets it through a device that has proved sure-fire for laughs since comedy began. This device is a little more complex than showing the audience a funny prop—as, for example, when a comedian steps downstage to light his false nose with a battery. This hat, here, is not like a false nose, even if it is funny in itself. This hat

LOVE ME

LOVE MY *seventeen*

If you have a product to sell, you'll love this girl. She represents a $4 billion teen-age market—*the market that has come of age in a great big way* and is growing bigger every day. If you want to win this market, you'll love SEVENTEEN. For this magazine and its readers are devoted to each other. They think the same thoughts, feel the same emotions, speak the same language. They enjoy a depth of understanding and mutual admiration that is unique. No wonder advertisers place more linage in SEVENTEEN than in any other monthly magazine for women!

it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

contains a deeper comedy, because it is *unexpected*. In the context of the caption below the picture, you get no preparation for such a hat. The caption is in a vein you have come to regard as serious, usually carrying a serious claim of savings through a smart purchase of a value-giving product.

■ If, with her savings, the lady in the picture had bought a serious article of apparel, like a Mackinaw or a pair of sensible shoes, there would be no laugh. Even if she had bought more sheets with the money left over, there would be no laugh. The whole deal would be sober-sided and professional, as advertising, but it might just lie there.

Consider for a moment: What believable purchase would any woman make with the money saved on items for the household? Don't you come out with a hat?

Genius shows here, because a situation that could have been seriously controversial is turned into heart-warming comedy. While a hat may be a believable purchase for a woman under these circumstances, nearly every woman who sees her in it is going to fight with her choice, no matter what hat she chooses. So the advertiser gives her a deliberately comic hat—doubly comic because it *arrives unexpectedly in its context*. At one stroke he gets your belief that she really bought it, he gets a laugh that breaks the tension between you as reader and him as advertiser, and, best of all, he gets you to stop and look at his page in the first place.

■ To the lady in Tuckahoe: Dear Madam: Sometimes ads are funny in spite of the intent of the advertiser. Other times ads are funny by design. Take another look at this one. It belongs in the second category. The guy who ran it planned it that way. #

The Peeled Eye Department . . .

'The Scotch' Is Found

By Dick Neff

Hunt That Tiger!

John M. Ravage, of the Cleveland office of BBDO, sends along this bit of formerly wild life with these comments:

"The enclosed from the February *Fortune* peeled my eye back. Specifically: '. . . a hunt which has taken men to every corner of the world . . . the quest for a Scotch whisky of rare and royal character.'

Dick Neff

"I'm sure glad they found their Scotch in Scotland. I gag at the thought of its being found in say, Basutoland. Or Byelorussia.

"Sorta makes you think of the Blue Bird. Searching all over the world for Scotch (or happiness, it's all about the same proof) and finding it right in little ole Scotland—where all good little Scotches come from."

The Good Life in Southampton, L. I.

Herb McCarthy's Bowden Square Restaurant in Southampton, L.I., has a "Special Menu for Large Parties of One or More," listing delicacies like the following:

Matched Black Pearl Cocktail, Vinaigrette	$2,200
Imitation Black Pearl Cocktail	15¢
Genuine Imitation Black Pearl Cocktail	20¢
Mother-in-law of Pearl Cocktail (Ground Sea Shells)	2¢
Baby Blue Whale Stuffed with New Cadillac	$5,900
(El Dorado Extra)	$8,800
Sirloin Snake	$15 per foot

American Salesmanship

Our helpmeet overheard this neat bit of salesmanship which would do credit to an Elmer Wheeler sizzle-word collection.

A bus driver on New York's crowded Madison Ave. line, after trying vainly to get some of those stolid, stony-faced front-of-the-bus standees to budge, finally called out: "Will the *intelligent* people please move to the rear?"

In a matter of seconds the aisle was cleared.

The incident reminds us of our favorite example of crowd psychology.

A movie theater manager years ago tried time after time to get the women in the audience to remove their hats, without avail.

Finally he flashed this notice on the screen:

"Elderly ladies need not go to the trouble of removing their hats."

The hats came off before you could say "motivational research."

Thinkling Man's Taste

Wallachs, a group of men's stores in New York, quotes a Lucky Strike ad in The Harvard *Crimson*, as follows:

"Speak English all your life and what does it get you? Nothing! But start speaking Thinklish and you may make $25. Put two words together to make a funnier one. Example: a dull dog is a squaredale, an indistinct insect a mumblebee, a giant rodent an enormouse."

Kent Filters the Language Good Like a Cigaret Should

There's one figure of speech in advertising that's intrigued us ever since Philip Morris' haughty radio announcer delivered those "eminent medical authorities" commercials.

With enunciation so high-class you felt you should wear tails to listen to the radio, he dropped each word on the air waves like a Tiffany sales clerk placing 10-karat diamonds on a tray. "No-other-cigaret-can-make-that-statement," he would intone, tonsils vibrating with culture. It evoked the mental picture of a bemonocled cigaret, looking like an elongated Mr. Peanut, making statements in an "Alice in Wonderland" press conference.

With all that toney vocalizing behind it, the poor wording didn't bother us. It seemed pleasantly condescending, like Winston Churchill saying, "It's me," and gave a nice challenging climax to the commercial.

Since that time, various products have made claims or statements that no other whatchacallit can make, but never with the same classy style.

So none of them got much past our subliminal threshold until Gordon McCulloh, of Rye, N.Y., called our attention to this headline in a recent Kent advertisement:

"A STATEMENT NO OTHER LEADING FILTER CIGARET CAN MAKE TODAY:

"Kent's Full-Filter Action gives you the least tars and nicotine in the *smoke you inhale!*"

Gordon's comment:

"Dear Dick Neff: This loud statement of fuzzy thinking puzzles me!

"Why *can't* any other cigaret say, 'Kent's Full-Filter Action gives you,' etc.?

"Why should any other cigaret *want* to say it?

"Why should Kent object if someone else *did* say it?

"Why, Daddy?" #

DRAWTHINKS

The COPYWRITER'S Art Course by Pinsoon

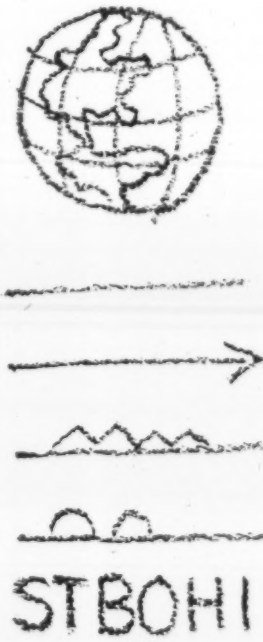
A 'line veteran' pens lines on line

Often you're assigned to write an all-type ad. With just words to depend on, copywriters choose them extra-carefully. (Read the "positions wanted" ads in any AA issue!) Similarly, an art director ordering an all-line illustration (no tones, no color) pays extra attention to the *quality of the line* that forms it. So you'll understand your art partner's job better, let Andrew Loomis, one of advertising art's "greats," tell you some of what runs through an AD's mind as he studies your rough and plans the finished illustration in his mind's eye:

"There is a mysterious quality in line which is a language of its own, a means of conveying meaning to the four corners of the earth, to any tongue, in any environment.

"We draw a line. Put a point at one end and it's an arrow in flight. A half circle touching the line from above, and it's a sunset at sea. Slant a few lines above it, and the line becomes a desert waste with mountains in the distance. Two half circles above it, and the line becomes the Arctic horizon with a pair of igloos.

"Our alphabet evolved largely from the effect of lines or contours as seen by early man. The letter 'S' probably came from the movement and hiss of the snake. 'T' began as a tree. 'B' came from the breasts, and 'O' from the shape of lips making the sound. 'H' might have been suggested by the post-and-lintel construction of the house. 'I' was the man, meaning *me* or *myself*. Perhaps the letter 'R' was a pot-bellied ruler of the people."



Next Lesson: Andy gives you some line 'tricks.'

Photo Courtesy—General Mills, Inc., Betty Crocker Cake Mix

HOW TO MAKE CUSTOMERS GO OUT AND BUY IT

Use Hammermill Offset to make the product look more mouth-watering. It gives colors that true-to-life sparkle that helps move merchandise. It takes beautiful black and white printing, too. Turn the page to see.

PRINTED BY OFFSET ON **HAMMERMILL OFFSET**

FULL COLOR OR BLACK AND WHITE, HAMMERMILL OFFSET PRINTS IT RIGHT

If the job calls for a black and white illustration, new white Hammermill Offset brings out the dramatic contrasts, lights and shadows . . . just as it does with colors. (See other side of this insert.) This specimen was printed by offset on Hammermill Offset, substance 70, Super-Smooth finish on a 42 x 58 two-color press. Sheet size 39 x 51, 16 up. Speed 3,000 an hour. Hammermill Offset, in 8 finishes, and 7 new colors. Made by Hammermill Paper Company, Erie, Pennsylvania.

Agencies Ask Us . . .

A Look at a Big Shop's Finances

By Kenneth Groesbeck
Advertising Agency Consultant

A correspondent in Missouri reminds me this week that I remarked somewhere that the big shops have to watch their steps financially, as well as the small ones. Being from Missouri, he says, "Got any factual evidence on this point?" (Polite for "show me.")

Kenneth Groesbeck

Well, as it happens, that progressive and enlightened agency, Needham, Louis & Brorby of Chicago, recently sent me the 1958 figures contained in its report to employes. Mr. Needham remarks in his introduction that this is the twelfth time this agency has published a summary of its fiscal operations, and he believes his was the first shop to do this. "We remain," he says, "one of a handful of agencies which divulge financial information, not only to employes, but to the business community at large."

I think NL&B rates high esteem from our business for this policy. It gives other agencies a valuable record of financial performance against which to set their own experience. And it shows the rest of the business world that agencies can be sound financial operations, and that their profit is small indeed, compared to that enjoyed by other industries.

■ No. 25 in rank among agencies, according to the ADVERTISING AGE report, this is a big shop, billing last year $38.1 million. Their profit, in relation to their billing, was 54/100 of 1%. AA reports the average percentage of profit on billings in 1957 was 56/100 of 1%, but that for agencies billing over $20 million, it was 85/100 of 1%. So NL&B is a bit below average.

Actually this well-managed agency spent for salaries 61.3% of income, for overhead 26.7%, leaving 20% operational margin (well above average) which was divided as follows: For profit sharing, pensions, insurance, etc., 4.7% (one-quarter of profit before income tax, equivalent to 7.84% of participating salaries, a total of $137,105); for dividends, 0.9%; for working capital increases 2.7%; and for federal taxes, 3.7%. All these percentages are on income (commissions and fees) which totaled $5,674,869—a shade over 15% on billings.

Behind these figures we see the soundest kind of financial management for the perpetuation of the business, and the most enlightened policy toward associates, assuring their loyalty and their safety, clear through retirement.

■ All NL&B stock, 146,744 shares, is owned by 170 employes (52% of the total number), each share having a book value of $10.99.

It is interesting to note, in view of the interest in our prevalent commission system, that an agency of this size gets along all right on a bit over 15% on billing. But it takes some doing. And in the case of smaller agencies, it is practically impossible. Here the gross, in order to meet rising costs, needs to be closer to 20% and often runs higher.

All the social policy of this agency is predicated upon people staying with it until retirement, and being protected then, and through the years of smaller earnings. Thus profit sharing sums go into the Profit Sharing Trust and the actual payments are received by the employe only when leaving the company or retiring. This is sound management for the employe's benefit, in view of our unfortunate human habit of spending all we make, and then some.

■ Billing $38 million, NL&B has something better than a million dollars in immediate resources and a net worth of over $1.6 million. So we see that in an agency of this size, working capital does not need to run to an amount equivalent to one month's billing, which in this case averages over $3 million. That's a good rule of thumb for smaller shops, however.

This operation rejoices my soul, especially that portion of the company's policy phrased by Mr. Needham as "a profound respect for the dignity and welfare of every individual in our company." Take a good look, critics of advertising, at this well-run shop, whose profits are used for the benefit of all those who help make them.

* * *

A word of explanation. A lot of letters addressed to this department are not published, but they all get answered, usually in the form of comments jotted on the margin of the questioner's letter, to save this hard working editor's time and stationery. So ask anything you want, even if your problem may not have general enough interest for publication. Address me through either the Chicago or New York office of ADVERTISING AGE, or, if you're in a rush, at my own ofifce, 7 E. 44th St., New York 17. If yours is an involved problem requiring study, I'll give you in advance an estimate of what the answer will cost you. Otherwise, glad to help you in any way I can. #

What They Were Saying 25 Years Ago . . .

Allyn B. McIntyre, vp of Pepperell Mfg. Co., Boston, and president of the Assn. of National Advertisers, in a speech to the Advertising Club of New York (AA, Feb. 3, 1934):

"In their fervor for facts, proponents of a government-operated buying service for consumers are not aware that few people are equipped to be subservient to purely material factors. Consumers want to make up their own minds, or think they do, and anyone who tries to take this privilege away from them is heading for trouble . . .

"If the mental processes of the public are to be impeded, if people are to be led to think that they can purchase only when they are supposed to know all the facts about the goods on sale, when in but a few instances can they know these facts, then the flow of goods out of retail stores will be greatly impeded and the effects of any of the measures now being considered will be defeated by their own weapons."

Rexford G. Tugwell, Assistant Secretary of Agriculture, in his new book, "Our Economic Society and Its Problems" (AA, March 10, 1934):

"If the federal government spent a billion dollars a year (1) testing products which are to be used by the public and (2) educating people in the use of selected items, the expenditure might be more than made up in savings to the public . . .

"Since [advertising and product brands] are manifestations of competitive profit-seeking, rather than the result of industrial coordination, they bring certain evil effects. First, they cause tremendous social waste in the endeavor to transfer trade from one firm to another. Second, they often fool the consumer who is seeking to exercise a rational choice.

"Many agencies—governmental, professional, technical and commercial—seek to protect the consumer against the dangers of poorly-made and adulterated goods. But the greater problem of eliminating waste in the competitive struggle awaits the development of adequate social control."

Headline in Advertising Age (AA, Feb. 17, 1934):

"Chrysler wins one-fourth of all car sales. Displaces Ford as runner-up to General Motors."

On the Merchandising Front . . .

Autos and Macaroni

By E. B. Weiss

It was way, way back about the middle 1920s (over 30 years ago), when I was on the editorial staff of *Printers' Ink*, that I wrote an article captioned—if I recall correctly—"Autos and Macaroni." That was perhaps the first year in which non-auto manufacturers had begun to complain that auto sales had cut into their volume. Indeed, that year even the food processors had apparently become convinced that not only would our people live in tents bare of any home furnishings, in order to own a car, but that they would also starve themselves, perhaps unto death, for the privilege of chugging around in cars with side curtains and no self-starters. That was the reason for the article's title.

E. B. Weiss

Ever since, whenever non-auto business showed signs of stumbling, it became traditional for soft-goods makers in particular, and certain hard-goods makers only to a lesser extent, to point to auto sales as the culprit. And each time this happened, I would rush to my portable and suggest that—to help the soft and hard goods industry, not to mention food, etc.—it might be a good idea to declare a moratorium on all auto production for, say, three to six months.

That, I suggested, ought to bring prosperity pronto to soft goods, hard goods, food, and the whole gamut of non-automotive categories.

■ Fortunately for our total economy, that rather drastic remedy was never employed. But, time and again, over the intervening years, when industry could not blame the weather, or "that man" in Washington, it has regularly pounced on auto sales as the great destroyer of prosperity for all industry.

When appliance sales hit the skids starting in 1957, even the appliance makers were quite convinced that the record-breaking sales of autos in 1956 were directly responsible. And of course, the great textile industry knew for sure that its painfully slow climb out of the cellar, which was still coming in 1957, could be directly traced to the "very obvious" fact that our people had so strapped themselves with auto instalment payments in 1956 that they had to go to sleep on bare beds. (Oddly, when auto sales skidded in 1958 I failed to detect any dynamic upturn in soft goods that year.)

■ As a matter of fact, I can recall that it was said people would no longer read newspapers or magazines, would not listen to radio, would not view tv—because they would not be in their homes long enough; they'd be out in their cars, instead. I have heard the heads of several great rug companies "explain" a poor year as being directly due to "auto insanity"—this, in a year when our people were buying new homes at the rate of over one million a year!

You can imagine, then, my amazement when I picked up a copy of one of our truly great business papers, *Home Furnishings Daily*, and noted in it an article captioned: "Auto Sales Seen Trade Bellwether." It went on to say: "Home furnishings executives feel that, if the American consumers can think in terms of new car purchases, then certainly they can be persuaded to spend money on products for the home." The article proceeded to quote home furnishings executives to the effect that, as auto sales moved up in 1959, so would home furnishings sales.

And a few days later I was astonished to read that the president of Kirby, Block & Co., big buying office, had told his retail accounts: "Today's automobile manufacturers have spent millions of dollars in mechanical and style changes so that each product will have tremendous consumer appeal. January and February will tell the story. If the public accepts these vehicles business will be good and it will have a profound effect upon the economy of the country. This in turn will be reflected directly in other retail business and, as follows, retail sales."

So the truth has been comprehended at last!

■ Neither hard goods nor soft goods, neither food nor drugs—not even health and beauty aids—can or will have a *good* year when autos (and building) have *poor* years. All industry is not only inter-competitive; it is also *inter-dependent*.

I would like to believe that we will never again be told that "our business is bad" because of the great year autos are having (assuming Detroit succeeds within the next few years in matching 1956, something I purely doubt). But I'm pretty sure this would be expecting too much.

However, at least on this one occasion we have been treated to the rare spectacle of a non-automotive industry—home furnishings—and of department stores, looking *hopefully* to 1959 because car sales appear to be on the upswing. So at least a breach in this particular wall has been made.

■ Perhaps unfortunately this sudden expression of faith by another industry in the auto industry as a harbinger of prosperity may, in this instance, be misplaced. I am one who believes that sales of 1959 American models will not be significantly better than for the 1958 model year. I doubt that 1959 sales of American cars will exceed 1958 by 15% and that would mean a total volume considerably under 1957 and even more considerably under record-breaking 1956. (In the meantime our population has increased substantially so that on a per capita or per family basis the drop in auto sales is even worse than the customary figures suggest.) It will be at least 1960 and more likely 1961 before the auto industry can dig itself out of the mess into which motivational and other research plunged it.

This doesn't imply that home furnishings may not have a satisfactory year. I hope it does, although I think it should take a tip from Detroit's sad experience and comprehend that excessive style obsolescence eventually boomerangs. #

P&G, GM Lead in PIB '58 Data

(Continued from Page 1)

The total expenditure for all advertisers who spent $25,000 or more in magazines, supplements and network tv last year was $1,380,301,367, according to the compilations. That's an increase of $14,773,621 over the 1957 total.

Network tv totals rose by $50,400,000, to $566,600,000. Sunday supplement totals were $117,400,000, an increase of about $6,700,000. Magazine expenditures, however, slumped by $42,400,000 to a total of $696,300,000. #

1955-1958 Totals for 100 Leading Advertisers in Magazines and Net TV

Source: Publishers Information Bureau

Compiled by Leading National Advertisers Inc. and Broadcast Advertisers Reports

Listed below are 1958's top 100 advertisers in magazines and network television, showing the amount each company spent during the past four years for time and space in general magazines, newspaper supplements and network tv (no talent costs are included for tv). These totals do not include expenditures in newspapers, outdoor (see Page 109), spot and network radio, spot tv, point of sale, etc.

COMPANY	1958	1957	1956	1955
Procter & Gamble Co.	$58,451,105	$57,191,511	$56,090,327	$42,822,047
General Motors Corp.	47,481,093	41,834,224	48,981,798	44,459,367
General Foods Corp.	33,518,404	30,097,826	29,473,381	31,828,860
Colgate-Palmolive Co.	31,488,186	29,078,118	29,566,513	25,507,021
American Home Products Corp.	26,662,845	22,431,011	18,979,916	11,914,669
Lever Brothers Co.	26,274,369	23,565,993	15,935,734	15,037,922
Ford Motor Co.	25,399,049	28,082,142	21,793,953	18,615,968
Chrysler Corp.	23,311,107	30,945,944	26,923,885	27,794,038
Bristol-Myers Co.	21,566,466	20,536,022	15,784,935	11,219,916
General Mills, Inc.	21,363,250	17,554,819	17,930,233	14,321,807
R. J. Reynolds Tobacco Co.	21,318,274	19,159,901	15,662,104	15,254,201
American Tobacco Co.	21,258,708	17,588,848	16,108,798	17,318,843
Gillette Co.	17,687,128	17,685,405	17,221,804	19,073,085
General Electric Co.	15,415,442	17,282,427	25,026,555	19,866,586
National Dairy Products Corp.	14,678,466	10,178,845	10,836,340	10,012,631
Liggett & Myers Tobacco Co.	13,898,674	11,270,727	10,341,277	9,358,157
Campbell Soup Co.	13,725,525	12,609,478	13,684,134	10,643,850
P. Lorillard Co.	13,429,119	6,435,627	6,116,852	9,073,973
Kellogg Co.	13,379,736	9,549,633	8,059,547	6,416,384
Sterling Drug, Inc.	13,314,415	8,862,795	6,391,628	4,960,050
Brown & Williamson Tobacco Corp.	11,757,553	9,529,053	5,361,682	3,252,806
Pharmaceuticals, Inc.	10,847,814	9,808,053	6,781,863	5,046,144
Distillers Corp.—Seagrams, Ltd.	10,619,383	8,305,052	8,188,824	8,039,124
Eastman Kodak Co.	10,204,718	7,246,795	5,413,905	4,713,315
E. I. du Pont de Nemours & Co., Inc.	9,628,434	7,433,063	6,918,970	6,349,687
Pillsbury Mills, Inc.	9,594,461	7,539,635	8,871,283	7,729,511
Corn Products Co.	9,433,510	9,097,446	7,717,203	5,867,163
Standard Brands, Inc.	9,287,071	8,930,096	7,404,552	5,570,036
Radio Corp. of America	9,151,225	5,501,847	7,939,230	6,349,987
American Telephone & Telegraph Co.	9,126,238	11,128,369	10,753,125	7,057,170
Revlon, Inc.	8,446,213	9,861,851	7,827,383	4,786,224
Hunt Foods & Industries, Inc.	8,313,852	9,081,512	6,880,676	4,732,966
Quaker Oats Co.	7,915,147	8,350,344	6,574,062	5,629,446
Philip Morris, Inc.	7,645,796	10,373,603	4,370,713	5,149,104
Westinghouse Electric Corp.	7,297,646	9,071,936	10,773,594	6,389,597
Goodyear Tire & Rubber Co.	7,194,622	7,637,898	7,509,807	7,304,332
Warner-Lambert Pharmaceutical Co.	7,014,476	7,221,219	6,225,078	4,198,194
Johnson & Johnson	6,678,769	7,122,462	5,720,715	5,240,564
Armour & Co.	6,645,964	6,432,140	6,504,523	4,713,816
S. C. Johnson & Son, Inc.	6,595,077	5,251,354	4,716,167	5,657,231
Carnation Co.	6,169,995	5,191,876	5,565,228	4,665,080
National Biscuit Co.	5,987,512	5,572,524	5,415,390	4,467,330
Kimberly-Clark Corp.	5,794,379	3,930,902	3,956,712	4,695,779
Miles Labs., Inc.	5,643,753	5,921,531	5,495,745	3,921,333
Prudential Insurance Co. of America	5,310,036	4,514,099	4,224,120	2,119,630
U. S. Steel Corp.	5,267,796	4,130,633	3,369,957	3,254,489
Chesebrough-Pond's, Inc.	5,043,707	4,729,170	3,035,220	2,687,716
National Distillers & Chemical Corp.	4,955,990	5,709,065	4,983,660	5,272,963
Nestle Co., Inc.	4,782,204	5,232,342	4,492,570	4,116,048
Scott Paper Co.	4,746,913	5,250,265	5,833,412	5,194,408
Sperry Rand Corp.	4,614,841	6,698,545	5,486,217	3,959,909
Armstrong Cork Co.	4,589,072	4,255,438	4,470,494	3,220,355
Firestone Tire & Rubber Co.	4,493,917	4,740,625	4,854,808	3,852,962
Helene Curtis Industries, Inc.	4,445,343	7,352,635	6,630,266	5,747,304
Hiram Walker-Gooderham & Worts, Ltd.	4,032,706	3,536,949	2,831,203	2,358,725
Swift & Co.	4,023,585	6,698,248	7,011,380	6,530,844
Ralston Purina Co.	4,016,428	3,188,185	2,140,080	1,679,009
Borden Co.	3,812,848	5,622,789	6,042,121	6,443,576
Joseph Schlitz Brewing Co.	3,778,913	5,278,320	3,704,570	3,348,831
Sylvania Electric Products, Inc.	3,711,030	4,109,982	3,353,431	4,042,087
Coca-Cola Co.	3,710,687	4,182,976	5,754,512	5,330,817
Aluminum Co. of America	3,591,797	4,417,855	4,037,084	2,832,621
Pepsi-Cola Co.	3,538,416	3,345,779	2,826,028	2,381,776
Simoniz Co.	3,475,112	3,324,081	2,064,877	2,694,338
Atlantis Sales Corp.	3,445,345	2,510,969	2,410,897	1,891,824
Sears, Roebuck & Co.	3,434,990	3,521,266	1,169,140	480,842
Kaiser Industries Corp.	3,387,268	1,296,096	324,640	228,018
Seven-Up Co.	3,322,265	1,974,794	1,553,655	1,436,615
Mennen Co.	3,253,300	3,963,704	3,141,221	1,653,675
Outboard Marine Corp.	3,251,068	3,242,679	2,354,854	1,698,495
Beech-Nut Life Savers, Inc.	3,201,727	1,205,526	1,151,718	1,128,442
Singer Manufacturing Co.	3,078,556	2,630,875	2,353,023	1,858,911
Schenley Industries, Inc.	3,065,218	4,247,364	3,620,389	4,055,003
California Packing Corp.	3,037,793	3,378,819	2,551,651	2,407,698
Socony Mobile Oil Co., Inc.	3,033,265	1,825,377	1,322,558	1,137,149
New York Life Insurance Co.	3,025,342	2,919,073	2,379,084	1,838,674
American Chicle Co.	2,969,625	2,617,367	2,016,461	1,739,689
Pittsburgh Plate Glass Co.	2,965,806	1,936,011	1,445,660	1,512,766
American Gas Ass'n	2,963,642	2,397,092	982,350	753,356
U. S. Rubber Co.	2,961,702	2,717,583	3,069,533	1,673,620
H. J. Heinz Co.	2,860,039	3,594,062	3,438,832	3,675,901
Pan American World Airways, Inc.	2,824,170	1,932,230	1,812,527	1,172,223
Pet Milk Co.	2,812,017	2,633,019	2,346,238	2,084,619
Doubleday & Co., Inc.	2,710,169	2,457,613	2,466,292	2,043,914
Reynolds Metals Co.	2,702,010	3,180,000	3,393,745	2,764,911
Libby, McNeill & Libby	2,653,104	1,182,171	1,041,075	1,258,411
Rexall Drug Co.	2,632,273	3,416,550	3,599,676	2,840,865
Carter Products, Inc.	2,624,795	1,581,799	989,692	1,268,960
Gerber Products Co.	2,620,371	2,637,130	1,889,521	1,657,261
Max Factor & Co.	2,608,641	3,511,896	808,777	243,462
Sunbeam Corp.	2,538,211	3,004,666	4,847,943	2,607,642
Bulova Watch Co.	2,407,982	1,244,923	1,482,684	70,820
Texas Co.	2,380,300	1,900,569	3,541,821	4,139,046
Schick, Inc.	2,344,901	3,067,288	3,271,913	2,286,905
Libbey-Owens-Ford Glass Co.	2,338,254	1,868,225	1,237,428	1,171,190
Simmons Co.	2,330,158	1,973,087	1,903,557	1,920,733
Anheuser-Busch, Inc.	2,291,151	2,365,205	1,252,308	1,110,022
Chemstrand Corp.	2,288,840	1,619,917	1,592,016	811,395
John H. Breck, Inc.	2,288,307	1,708,978	1,885,517	1,174,894
American Motors Corp.	2,276,846	2,238,389	4,400,086	5,086,044

In cases where two or more companies have merged, expenditures for previous years have been combined.

100 Top Magazine and Television Advertisers in 1958

Source: Publishers Information Bureau

Compiled by Leading National Advertisers Inc. and Broadcast Advertisers Reports

These figures are based on measurements of 83 general magazines, four farm publications, the three television networks and The American Weekly, Family Weekly, First 3 Markets Group, New York Times Magazine, Parade and This Week Magazine.

COMPANY	Total Expenditure	P.I.B. Magazines			P.I.B. Sunday Magazine Sections	LNA-BAR Network Television
		General	Farm	Total		
1. Procter & Gamble Co.	$58,451,105	$6,693,743	$15,650	$6,709,393	$1,103,065	$50,638,647
2. General Motors Corp.	47,481,093	22,111,817	1,137,133	23,248,950	3,638,777	20,593,366
3. General Foods Corp.	33,518,404	5,681,282	166,698	5,847,980	6,937,306	20,733,118
4. Colgate-Palmolive Co.	31,488,186	3,562,470	121,562	3,684,032	4,946,657	22,857,497
5. American Home Products Corp.	26,662,845	4,913,718	274,772	5,188,490	966,672	20,507,683
6. Lever Brothers Co.	26,274,369	2,739,596	106,380	2,845,976	1,470,020	21,958,373
7. Ford Motor Co.	25,399,049	11,097,005	1,112,805	12,209,810	628,118	12,561,121
8. Chrysler Corp.	23,311,107	7,844,399	381,417	8,225,816	743,820	14,341,471
9. Bristol-Myers Co.	21,566,466	4,376,978	56,800	4,433,778	1,059,886	16,072,802
10. General Mills, Inc.	21,363,250	8,113,020	261,902	8,374,922	2,198,210	10,790,118
11. R. J. Reynolds Tobacco Co.	21,318,274	4,438,628	326,693	4,765,321	550,740	16,002,213
12. American Tobacco Co.	21,258,708	7,586,980	187,938	7,774,918	2,231,610	11,252,180
13. Gillette Co.	17,687,128	806,456	.....	806,456	748,312	16,132,360
14. General Electric Co.	15,415,442	9,077,465	222,521	9,299,986	819,460	5,295,996
15. National Dairy Products Corp.	14,678,466	6,389,317	37,800	6,427,117	1,541,835	6,709,514
16. Liggett & Myers Tobacco Co.	13,898,674	2,898,916	$10,800	2,909,716	138,975	10,849,983
17. Campbell Soup Co.	13,725,525	6,180,115	163,347	6,343,462	3,148,320	4,233,743
18. P. Lorillard Co.	13,429,119	1,171,413	.....	1,171,413	2,466,480	9,791,226
19. Kellogg Co.	13,379,736	2,120,631	66,378	2,187,009	901,842	10,290,885
20. Sterling Drug, Inc.	13,314,415	2,114,474	79,222	2,193,696	1,200,860	9,919,859
21. Brown & Williamson Tobacco Corp.	11,757,553	2,694,971	21,600	2,716,571	790,511	8,250,471
22. Pharmaceuticals, Inc.	10,847,814	126,113	.....	126,113	548,144	10,173,557
23. Distillers Corp.-Seagrams, Ltd.	10,619,383	9,561,308	5,505	9,566,813	176,548	876,022
24. Eastman Kodak Co.	10,204,718	4,138,707	.....	4,138,707	128,650	5,937,361
25. E. I. Du Pont de Nemours & Co., Inc.	9,628,434	6,081,370	151,458	6,232,828	724,580	2,671,026
26. Pillsbury Mills, Inc.	9,594,461	1,978,863	5,400	1,984,263	2,404,620	5,205,578
27. Corn Products Co.	9,433,510	2,895,627	29,353	2,924,980	1,581,290	4,927,240
28. Standard Brands, Inc.	9,287,071	2,724,747	213,533	2,938,280	203,808	6,144,983
29. Radio Corp. of America	9,151,225	2,608,673	63,800	2,672,473	20,626	6,458,126
30. American Telephone & Telegraph Co.	9,126,238	7,544,546	342,023	7,886,569	49,493	1,190,176
31. Revlon, Inc.	8,446,213	1,801,681	.....	1,801,681	335,495	6,309,037
32. Hunt Foods & Industries, Inc.	8,313,852	3,284,197	.....	3,284,197	5,029,655	.....
33. Quaker Oats Co.	7,915,147	2,494,734	70,050	2,564,784	656,635	4,693,728
34. Philip Morris, Inc.	7,645,796	2,084,078	.....	2,084,078	594,706	4,967,012
35. Westinghouse Electric Corp.	7,297,646	2,155,856	91,714	2,247,570	410,845	4,639,231
36. Goodyear Tire & Rubber Co.	7,194,622	4,973,727	441,700	5,415,427	.....	1,779,195
37. Warner-Lambert Pharmaceutical Co.	7,014,476	2,805,418	29,805	2,835,223	1,286,647	2,892,606
38. Johnson & Johnson	6,678,769	3,615,455	120,359	3,735,814	481,929	2,461,026
39. Armour & Co.	6,645,964	2,648,145	95,387	2,743,532	369,695	3,532,737
40. S. C. Johnson & Son, Inc.	6,595,077	966,870	.....	966,870	385,930	5,242,277
41. Carnation Co.	6,169,995	2,045,633	205,000	2,250,633	1,258,110	2,661,252
42. National Biscuit Co.	5,987,512	946,974	.....	946,974	1,443,720	3,596,818
43. Kimberly-Clark Corp.	5,794,379	2,113,418	.....	2,113,418	714,190	2,966,771
44. Miles Labs., Inc.	5,643,753	463,450	.....	463,450	394,910	4,785,393
45. Prudential Insurance Co. of America	5,310,036	102 350	24,000	126,350	1,356,930	3,826,756
46. U. S. Steel Corp.	5,267,796	2,034,253	146,593	2,180,846	.....	3,086,950
47. Chesebrough-Pond's, Inc.	5,043,707	1,444,116	.....	1,444,116	501,513	3,098,078
48. National Distillers & Chemical Corp.	4,955,990	4,935,819	.....	4,935,819	20,171	.....
49. Nestle Co., Inc.	4,782,204	1,035,910	12,910	1,048,820	195,960	3,537,424
50. Scott Paper Co.	4,746,913	1,137,322	.....	1,137,322	191,495	3,418,096
51. Sperry Rand Corp.	4,614,841	1,512,098	228,318	1,740,416	72,215	2,802,210
52. Armstrong Cork Co.	4,589,072	1,585,054	44,056	1,629,110	195,510	2,764,452
53. Firestone Tire & Rubber Co.	4,493,917	2,744,742	143,500	2,888,242	8,504	1,597,171
54. Helene Curtis Industries, Inc.	4,445,343	1,101,814	.....	1,101,814	405,054	2,938,475
55. Hiram-Walker Gooderham & Worts, Ltd.	4,032,706	4,030,815	.....	4,030,815	1,891	.....
56. Swift & Co.	4,023,585	815,601	26,472	842,073	227,862	2,953,650
57. Ralston Purina Co.	4,016,428	142,928	414,240	557,168	83,216	3,376,044
58. Borden Co.	3,812,848	1,884,944	57,250	1,942,194	10,020	1,860,634
59. Joseph Schlitz Brewing Co.	3,778,913	860,375	.....	860,375	194,160	2,724,378
60. Sylvania Electric Products, Inc.	3,711,030	1,071,852	.....	1,071,852	42,170	2,597,008
61. Coca Cola Co.	3,710,687	1,551,377	.....	1,551,377	2,159,310	.....
62. Aluminum Co. of America	3,591,797	1,748,805	50,715	1,799,520	260,915	1,531,362
63. Pepsi-Cola Co.	3,538,416	1,536,151	61,200	1,597,351	1,941,065	.....
64. Simoniz Co.	3,475,112	3,475,112	.....	3,475,112	.....	.....
65. Atlantis Sales Corp.	3,445,345	1,057,089	52,400	1,109,489	1,012,869	1,322,987
66. Sears, Roebuck & Co.	3,434,990	1,828,457	54,405	1,882,862	.....	1,552,128
67. Kaiser Industries Corp.	3,387,268	.....	.....	.....	.....	3,387,268
68. Seven-Up Co.	3,322,265	1,864,733	89,250	1,953,983	.....	1,368,282
69. Mennen Co.	3,253,300	840,761	.....	840,761	31,806	2,380,733
70. Outboard Marine Corp.	3,251,068	2,742,268	38,559	2,780,827	.....	470,241
71. Beech-Nut Life Savers, Inc.	3,201,727	591,880	.....	591,880	133,670	2,476,177
72. Singer Manufacturing Co.	3,078,556	723,275	12,270	735,545	117,920	2,225,091
73. Schenley Industries, Inc.	3,065,218	3,058,038	.....	3,058,038	7,180	.....
74. California Packing Corp.	3,037,793	2,236,033	19,700	2,255,733	782,060	.....
75. Socony Mobil Oil Co., Inc.	3,033,265	1,184,760	138,912	1,323,672	.....	1,709,593
76. New York Life Insurance Co.	3,025,342	1,900,807	258,960	2,159,767	865,575	.....
77. American Chicle Co.	2,969,625	.....	.....	.....	.....	2,969,625
78. Pittsburgh Plate Glass Co.	2,965,806	2,110,197	44,420	2,154,617	.....	811,189
79. American Gas Ass'n	2,963,642	1,414,112	.....	1,414,112	.....	1,549,530
80. U. S. Rubber Co.	2,961,702	1,551,717	29,385	1,581,102	8,600	1,372,000
81. H. J. Heinz Co.	2,860,039	1,261,041	.....	1,261,041	803,480	795,518
82. Pan American World Airways, Inc.	2,824,170	1,735,464	.....	1,735,464	86,106	1,002,600
83. Pet Milk Co.	2,812,017	502,524	.....	502,524	98,400	2,211,093
84. Doubleday & Co., Inc.	2,710,169	874,471	.....	874,471	1,835,698	.....
85. Reynolds Metals Co.	2,702,010	298,498	19,250	317,748	25,410	2,358,852
86. Libby McNeill & Libby	2,653,104	982,453	.....	982,453	243,240	1,427,411
87. Rexall Drug Co.	2,632,273	235,398	396,702	632,100	1,765,718	234,455
88. Carter Products, Inc.	2,624,795	284,700	.....	284,700	.....	2,340,095
89. Gerber Products Co.	2,620,371	906,375	.....	906,375	.....	1,713,996
90. Max Factor & Co.	2,608,641	530,239	.....	530,239	382,790	1,695,612
91. Sunbeam Corp.	2,538,211	1,046,104	297	1,046,401	366,230	1,125,580
92. Bulova Watch Co.	2,407,982	740,925	.....	740,925	.....	1,667,057
93. Texas Co.	2,380,300	1,927,524	252,155	2,179,679	.....	200,621
94. Schick, Inc.	2,344,901	570,295	.....	570,295	36,865	1,737,741
95. Libby-Owens-Ford Glass Co.	2,338,254	706,211	8,174	714,385	.....	1,623,869
96. Simmons Co.	2,330,158	2,285,403	.....	2,285,403	44,755	.....
97. Anheuser-Busch, Inc.	2,291,151	1,462,906	.....	1,462,906	828,245	.....
98. Chemstrand Corp.	2,288,840	562,197	.....	562,197	219,659	1,506,984
99. John H. Breck, Inc.	2,288,307	1,131,392	.....	1,131,392	131,455	1,025,460
100. American Motors Corp.	2,276,846	1,370,486	.....	1,370,486	906,360	.....

Whip up excitement for your big show with

TELEGRAMS-FOR-PROMOTION SERVICE

Announcing a brand-new promotion? Contacting dealers or buyers? Be it special or routine, telegrams will give your message impact. Dramatically effective . . . relatively inexpensive.* Just supply one copy of your text and name list . . . Western Union spreads the word simultaneously by action-stimulating telegrams. Saves clerical time and effort.

WIRE US COLLECT! We'll demonstrate—*fast*—what Western Union can do for *you*—no obligation, of course. Address: Western Union, Special Services Division, Dept. 2-B, New York, New York.

**Particularly if you have a direct connection with Western Union which earns a volume discount.*

WESTERN UNION
Special Services Division

Military Constitutes 'Perfect' Market, Says Publisher Ryan

NEW YORK, March 10—A multi-billion dollar "perfect" market—"a market about which everything is known"—was described here last week by John J. Ryan, newly named publisher of *Military Market*.

The military, he told the Advertising Men's Post of the American Legion, comprises "6,000,000 consumers about whom every single iota of information—age, sex, marital status, income, spending—is available down to the last decimal point, Here," he said, "is a market in which every penny is accounted for—every order traceable.

"It is, in its way, a test laboratory for advertising, because there are no projections, no hidden factors, no upsetting deviation from the norm, no diffusion of results," he said, adding that most of the ad audience is remote from most media, such as tv, radio, billboards and daily newspapers.

"This is one place," continued Mr. Ryan, "where advertising lays it right on the line, for the sales—the exact sales—can be immediately calculated, the exact results plotted and charted. Here is where advertising's ability to move goods meets the test by fire."

■ Mr. Ryan said the military is composed of two separate markets—industrial and consumer.

"The industrial portion covers some $28 billion of new spending every year for the widest possible variety of material," while the consumer side involves $10 billion, which military personnel get as pay and allowances, he said.

Mr. Ryan said this figures out to a per capita income of about $4,000. "No state in the union can boast a per capita income anywhere near that figure," he added. He described today's man in uniform as follows:

Median age, 23, with 81% below 30; 84% of the officers and 22% of the enlisted men are college graduates; 46% are married and have 1,800,000 children (4,000 babies are born each week to military parents).

Military people spend $2 billion yearly in the service store system (post exchanges, ships' stores, service commissaries and officer and NCO clubs).

■ "They buy vast quantities of automobiles and mobile homes," he said. "One out of every five mobile homes is sold to a service man. They buy life insurance and civilian clothing and sports equipment; take more vacations; spend more through mail order and buy more watches, cameras, tape recorders, hi-fi sets and phonograph records than any similar income or age group anywhere. And they buy, just as any other family, food and drug store items, beer and soft drinks, liquor and 1,000 other things."

Mr. Ryan said advertising, as part of a coordinated marketing effort, would sell these people. "In common with all markets, there is no quick and easy way into this one; it requires calls, follow-up, advertising, promotion and all the other elements," he said.

"There are some special things to consider, however, for here you have an island, cut off from the mainland, cut off from the main stream of American visual, spoken and printed media, an island which, though American in taste and preference, is in many ways a separate country, with separate customs, separate traditions and even, in some respects, a separate language. On this island live 6,000,000 people. They are wise, well educated and proud," he said.

■ "Don't insult them," advised Mr. Ryan, "by palming off on them advertising art and copy left over from last year's civilian campaign.

"Don't insult their intelligence by assuming that copy written for the World War II soldier is good enough today. In the first place, they are more sophisticated. In the second place, to the average man in uniform today, World War II slang and expressions are about as current as '23 skidoo' is to us."

Marketing, advertising and media men, added Mr. Ryan, tend to forget that World War II has been over for 13 years.

"To say things have changed is an understatement," he said. "A few weeks ago a Marine general was complaining that the Marine Corps had gone all to hell, what with wives, cars, fancy PXs and all the rest. He said the corps is turning into one big Larchmont."

Mr. Ryan said the general was right, in some respects, "because these young people are much different from the men of World War II." He advised advertising men to offer quality and value to such a market.

■ He said one company doing $6,000,000 annually in net sales to military consumers "insists that this market be given, by its advertising and sales staff as well as by its advertising agency, top creative people and top sales programming." This, added Mr. Ryan, was one reason for its sales figure. #

DOUBLED UP—*Joseph Love Co., New York, and Quaker City Chocolate & Confectionery Co., Philadelphia, are running this page ad in the March Mademoiselle. Bauer & Tripp is the agency for Quaker City; Ovesey & Straus for Love.*

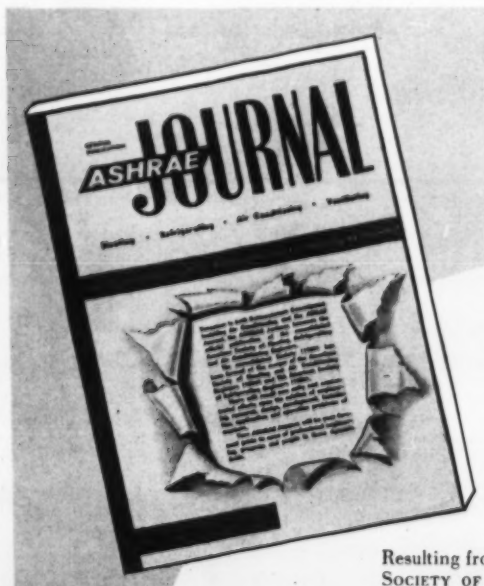
Curtiss, Quinlan Adds 4 Accounts, Increases Staff

Curtiss, Quinlan, Keene & Peck, Indianapolis, has added four accounts: Hoosier Waste Renovating Co., Jenn-Air Products Co. and Spickelmier Industries, all of Indianapolis, and the Second National Bank of Richmond (Ind.). The agency also added four people to its staff: Clarence Black, copy department; Bill Frayer, art department; John Nyce, production, and Charles Kielhorn, accounting.

FREE

DETAILED INFORMATION ON MERCHANDISING AVAILABLE FOR GROCERY OR DRUG PRODUCTS IN NY NEGRO MKT.

Station WWRL
Woodside 77,
New York City



announcing
as of March 1, 1959
ASHRAE JOURNAL

OFFICIAL PUBLICATION

Resulting from the Merger of two important societies: the AMERICAN SOCIETY OF HEATING AND AIR-CONDITIONING ENGINEERS and THE AMERICAN SOCIETY OF REFRIGERATING ENGINEERS. *Strategic... Influential Contact* with ENGINEERS who *Specify and Purchase* on this Billion Dollar Market for Air-Conditioning, Heating, Refrigeration and Ventilation.

The ASHRAE JOURNAL as the successor publication to both "Refrigerating Engineering Including Air-Conditioning" and the "ASHAE JOURNAL", becomes the official publication of the consolidated AMERICAN SOCIETY OF HEATING, REFRIGERATING AND AIR-CONDITIONING ENGINEERS.

A highly professional publication, written with authority and read with conviction by engineer members. Devoted solely to solving pertinent problems, thereby assuring attentive concentration on all subject matter.

Every Member A Subscriber
Here is Premium Circulation... Exclusive "Society" Circulation that gets your product next to the Who's Who in... Air-Conditioning, Heating, Refrigeration and Ventilation.

CIRCULATION DATA

ASHAE Members	12,084
Plus the ABC Circulation of "Refrigerating Engineering Including Air-Conditioning"	10,296
Making a TOTAL CIRCULATION of	22,380

For complete details on circulation, rates and mechanical requirements contact:

NEW YORK —
W. M. Vidulich, Advertising Mgr.
J. Craig Johnson
62 Worth Street, BArclay 7-6262

CHICAGO —
William J. Gatenby
Room 452, 35 E. Wacker Drive
Financial 6-7255

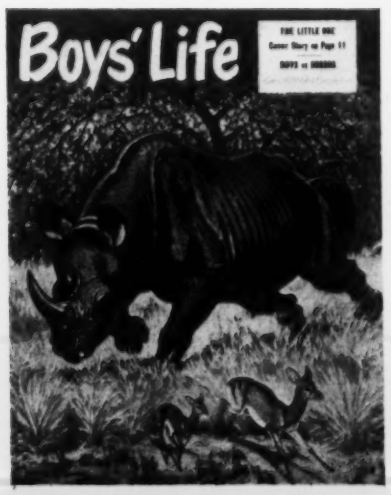
AMERICAN SOCIETY OF HEATING REFRIGERATING AND AIR-CONDITIONING ENGINEERS
62 WORTH STREET, NEW YORK 13, NEW YORK

Jim R.

M. James Robertson learned to separate the wheat from the chaff on his father's grain farm up in the Red River Valley. A young man in a "young man's business", Jim has come a long way fast, from a one-room country schoolhouse in Ardoch, North Dakota (pop. 110) to the contact department of Anderson & Cairns in New York City (pop. 8,000,000). En route, he has sold on the floor to thrifty plains farmers and merchandised the wares of a midwest specialty chain as well as home-furnishings for a network of 49 department stores; he also carries a Master of Science degree in Retailing. Prior to joining A&C, Jim was with the Frank H. Lee Company, first as head of the Retail Division and later as Director of Advertising. Raised in the heartland of the U. S. and schooled at the point-of-sale, account executive, Jim Robertson merchandises "The Quality Image ...That Sells" on behalf of such A&C clients as Lee Hats, Kinney Shoes, and Skinner Fabrics. These are the days that make retail wise advertising men worth their weight in gold. Meet them at Anderson & Cairns. Call Jack Cairns today at MUrray Hill 8-5800.

ANDERSON & CAIRNS, INC.
Advertising of Distinction
130 East 59th Street • New York 22, N. Y.

Boy Going Places...



In motion. A big new generation of boys, coming into it, on their own—as buyers, consumers, sales influencers. Take foods and soft drinks. General Foods, Heinz, United Fruit, Coca-Cola, Pepsi-Cola, and Seven-Up run pages in BOYS' LIFE to keep up with it.

Here's an example of the magazine reflecting the market. As the market grows, so grows BOYS' LIFE. 1,835,527 circulation for the January issue marks the highest circulation of any single publication in the youth field. And ad linage, January to March, is already 9% ahead of 1958.

Going places. Doing things. Boys and BOYS' LIFE. A natural combination. Rounds out even the most comprehensive schedule with that extra vitality—a shot at the biggest sales potential market today, the nation's boys.

BOYS' LIFE 1,835,527 NET PAID

The Magazine That Reaches The NEW GENERATION Published By The Boy Scouts of America

SMALL
runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.
Put Punch in Point-of-Purchase

U.S. May Ease Rules on Defense Contractors' Ads

(Continued from Page 3)

that advertising is not ordinarily an allowable expense because it is not necessary to advertise in order to do business with the government.

Advertising in trade and technical publications was allowed, however, because it was argued that the trade and technical journals—which disseminate "know how"—might fail if defense contractors could not support them.

■ At stake in the dispute are direct payments by the government to reimburse contractors for these items of expense. As it stands now, the government does not object if defense contractors buy advertising in any medium, provided payments come from the company's profits and there is no request for reimbursement.

A few weeks ago when Defense Department auditors were still holding out against any modification of the existing rule on advertising, a committee composed of top officials from leading industrial companies joined in a letter urging Mr. McGuire to order the Defense Department to give ground on advertising and certain other executive benefits such as bonuses and pensions. Industry's comments on the advertising situation were aimed at the historic contention that "it is not necessary to advertise to get government business."

The letter said: "Industry recognizes that some forms of advertising are seldom, if ever, properly allocable to government contracts, but these are far narrower than the areas of advertising and other types of costs, absolutely excluded and made unallowable by this section.

"It protests, therefore, such absolute exclusions and wants the right to present its case in negotiations to show whether and to what extent its advertising is of benefit to the government, is reasonable in character and amount, and is fairly allocable to the government contracts. This is especially necessary in view of the breadth of definition given to advertising in this section and the artificial distinction drawn among varying advertising media.

"Here, as in all specific elements of costs, we recommend that there be no exclusions by definition, and that the tests of allowability should be defined, and not the tests of unallowability. This would relieve cost elements of the stigma of unallowability in general." #

at your service
SAFE DEPENDABLE
LONG DISTANCE MOVING
for your
DISPLAYS & EXHIBITS
• Courteous, dependable drivers
• Expert, careful handling
• "On time" deliveries
• Efficient Traffic Control System
Wheaton Van Lines Inc.
over 500 Agents — all principal cities
In the West LYON
General Offices: Indianapolis, Ind.

RICHARD S. JACKSON, *formerly assistant director of the radio-tv department of J. M. Mathes Inc., New York, has been appointed vp and director of the department, replacing Reed H. White, who resigned.*

Edison Institute Sets $2,600,000 Multi-Phase Push

(Continued from Page 3)

Living program with $10,000,000 of their own advertising focused on the same general theme.

First part of the campaign is the appliances and Medallion Home campaign. Four seasonal pushes will be centered around ads in *Life* and *The Saturday Evening Post*, and on three daytime tv shows—"Young Doctor Malone," "County Fair" and "The Price Is Right."

EEI will run a 36-page advertising section in *Life* Sept. 14, featuring all-electric Medallion Homes. It will be the largest single ad unit ever run by *Life*.

■ The second campaign phase is the Housepower drive, designed to educate the public on more and better wiring. This program, now in its third year, will center around ads in *Better Homes & Gardens*, *Life*, *Look* and *The Saturday Evening Post*, plus point of purchase material.

The third part—Light for Living—will feature three contests: one for architectural students, one for adult consumers and one for teen agers. *House & Home* ads will offer $18,000 in prizes for student architects who design the best electrical homes. Ads for the other contests will run in *Life*, *Look* and *The Saturday Evening Post*.

■ Paul W. Emler, vp of American Electric Power Service Corp., New York, told the conference Tuesday that the industry has set a goal of 20,000,000 homes to be electrically heated by 1979. "With 30,000,000 homes to be constructed in the next 20 years," he said, "the industry should plan to have 50% of them electrically heated."

■ Mr. Corette said electric utility sales last year were about 3% higher than in 1957. Gross revenue rose $362,000,000, and net income was up $107,000,000, he said.

Mr. Corette rapped the Supreme Court decision last month which ruled that "lobbying" ads are not deductible, for tax purposes, as business expenses (AA, March 2, 9). Utilities have used such ads to combat government-operated public utilities. #

Pan Am, Douglas, Pond's, Kraft Head JWT's Clients Abroad

(Continued from Page 2)

ker Oats and Caterpillar Tractor in Brazil, Vespa, Pepsi-Cola and Remington Rand typewriters in Chile, and Remington shavers and Hutchinson footwear in France.

The stalwarts on the international account roster are those clients making multi-office use of the J. Walter Thompson facilities.

■ Heading the list are the four clients for whom Thompson works all over the world—in every market where both the agency and the client are active. These are: Pan American World Airways, Douglas Aircraft, Chesebrough-Pond's and Kraft.

Three other clients are handled by virtually every office, the exceptions being mainly due to conflicts. These are: Champion Spark Plug, Burroughs and Standard Brands.

In addition, the following companies make extensive—but not exclusive—use of JWT international offices:

Carter Products, Lever Bros., *Reader's Digest*, Scott Paper, Scripto, Ford Motor, Johns Manville, S. C. Johnson, Rolex Watch, Singer Sewing Machine, Johnson & Johnson, Horlicks, Kellogg, W. R. Grace, Kodak and Reckitt & Colman.

■ In many cases, of course, Thompson is working overseas for companies whose advertising is handled by other agencies in the U.S. It has no Carter Products or Johnson & Johnson business in the U.S.

It is also inevitable, given the scope of the international operations, that a client will be handled in one market and the client's competitor in another. JWT, which does not have a tire account in the U.S., services Dunlop in Germany and Japan, Goodyear in South Africa, Goodrich in Peru and Firestone in Brazil and the Philippines.

Thompson's roster of oil accounts reads like this: Caltex is handled in Belgium, South Africa and Japan; Standard-Vacuum Oil Co. (jointly owned by Socony Mobil and Standard of New Jersey) is handled in India and Pakistan; Tidewater Oil Co. is handled in the Philippines; Socony Mobil is handled in France, Peru, Chile and Mexico; Brazil has the Atlantic Refining Co. account; and JWT works for Shell Oil in Canada and Australia.

■ JWT has no formal prohibitions about the type of account handled by an office, but its reluctance to advertise hard liquor is fairly well known, and the overseas offices have generally respected this reluctance.

There have been exceptions to this practice (notably in South Africa), and one occurred several years ago when the Buenos Aires office accepted the Bols liqueur and gin account for Argentina.

According to a possibly apocryphal story, revelatory of the *indirect* approach so cherished at Thompson, Buenos Aires was never told in so many words to drop this business. However, when another foreign office later asked New York for advice on accepting a proferred liquor account, it received the following message: (1) Thompson's policy has been to advertise products which contribute to a higher standard of living; (2) hard liquor does not qualify as such a product.

Appended at the bottom of this letter, according to the story, was the notation: "Copy to Buenos Aires."

Apocryphal or not, Buenos Aires no longer has the Bols account. #

ADVERTISEMENT

It Will Sell Anywhere If It Sells Here

Reproduced from recent Rockford Register-Republic

By KIT CAREY
Register-Republic Staff Writer

If it will sell in Rockford, it will sell anyplace.

That's the attitude shrewd businessmen take when they use this city for a test area.

In recent months the citizens of Rockford have been the willing guinea pigs for two kinds of soap, baby food, cigars, a new toothpaste, and most recently a new kind of magazine.

What makes this city and the surrounding area so attractive as a test market?

One factor is the relatively high incomes of its residents. People here usually can buy something, if they want it.

Another is its diversified industry and business. Manufacturers can count on getting a cross-section of the country here: farmers, large and small businessmen, skilled and unskilled laborers, and professional men, all in large enough numbers to be representative of the rest of the country.

It is a large enough city to show conclusive results, yet small enough to be tested fairly easily.

Another important factor is the large Scandinavian population — traditionally conservative and hard to sell on something new. Hence the certainty of being able to sell anything anyplace if it goes well in Rockford.

Another factor is the convenient and thorough publicity given a new product by advertising it in The Register-Republic and Morning Star. One or both of the papers reach just about every home in the area.

Also considered good test markets, and for similar reasons, are Syracuse, N. Y.; Dayton, O.; and South Bend and Fort Wayne, Ind.

An indication that Rockford is well-to-do is the fact that these two newspapers carried more linage advertising Cadillac cars than any other paper in the country, except for a paper in Los Angeles and another in Dallas.

Rockford, according to the tax commission of the state department of revenue, has the largest sales volume and sales potential in Illinois, outside of Chicago.

Many of these tests are conducted without the "guinea pigs" (us) realizing it.

The bar of soap that went into every home a few weeks ago is part of a well-thought-out plan. The same brand was featured in the city stores.

If you liked the free bar well enough to buy another bar, the manufacturer was convinced he had a good new product. If you didn't, he promptly forgot about the whole thing.

Another method is to give out free samples in markets, or to offer special sales on certain items.

Still another testing device is the coupon good for cash on the purchase of a certain item. This is not just a scheme to sell more of that item—it's really to see how well you like it.

Occasionally Rockford — or any other given city — is liable to be contrary to the trend in the rest of the country. For this reason most companies prefer to use several scattered cities for simultaneous tests.

If four cities go for a new product, and one balks, the product is still considered a success.

The new magazine in your mailbox about a week ago was one of about 48,000 sent to nearly every home in the Rockford area. In this case, however, only one other test site was used. That was Jacksonville, Fla.

Rockford and the surrounding area play an important role in the proving of new products. The people here, in fact, are helping to determine what should be sold in the rest of the country, and how it should be sold.

And for their help, they get free samples.

As we've been saying —
"BEST TEST CITY IN THE MIDWEST"
ROCKFORD, ILLINOIS
MORNING STAR &
REGISTER-REPUBLIC

"Sure and of course the Post is Irish. For isn't it full of spirit, spunk, pepper, dander... and all the other great words meanin' "plenty of Irish"? And faith, those grand gains in circulation* and those glorious repeat exposures to a fella's own ad page...it's enough to make other general weeklies turn green!"

*Footnote:
No blarney! The Post's circulation base goes to 6,000,000 in October... and, begorrah, at no increase in cost per thousand!

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
-they tell the others!

A CURTIS MAGAZINE

Sylvester Joins Davidson

Davidson Mfg. Co., West Covina, Cal., optical instrument manufacturer, has appointed Ellsworth A. Sylvester to the post of sales manager of its consumer goods division. Mr. Sylvester, who has been in sales and advertising work on the West Coast for 30 years, formerly operated his own agency in Pasadena, Cal.

AT YOUR FINGERTIPS

. . . many good promotion ideas . . . practical incentive merchandising suggestions . . . real helps for more profitable business

You MUST come to
CHICAGO
NAVY PIER
April 6, 7, 8, 9, 1959

Real dividends are yours when you attend the

26th annual
National Premium Buyers Exposition*

. . . hub of the premium and incentive merchandise industry

• For admittance badges to this exclusive trade show write on your business letterhead

A. B. COFFMAN ASSOCIATES
MANAGERS
28 E. JACKSON BLVD.
Chicago 4, Illinois

*Under auspices Premium Advertising Association of America, Inc.

Robin Emblem to Keynote Celebration of Michigan Week

LANSING, March 10—Michigan's proud and chesty robin, the state's official bird, has adopted sea-going attire for 1959, particularly in support of the sixth annual Michigan Week, to get special attention May 17 to 23.

As central figure in the Michigan Week emblem, the 1959 robin wears a sailor cap as he proudly points to Michigan and the St. Lawrence Seaway as it stands out on the globe of the world.

He will be pictured in newspapers, magazines, on tv, in all other types of advertising, such as posters, placards, decals, stamps, place mats, book matches, counter cards and store streamers.

Paul Penfield, advertising manager of the Detroit Edison Co., is chairman of Michigan Week's promotional materials committee. Michigan Week is one of the activities stimulated by the Michigan department of economic development, whose headquarters are in Lansing. #

Pieper to Pfaudler Permutit

Anthony W. Pieper has resigned as account executive at Hazard Advertising Agency to join Pfaudler Permutit Inc., New York, maker of water conditioning equipment, as ad manager of the Permutit division. Mr. Pieper succeeds A. M. Freeman, who resigned to open his own agency.

Nielsen Network TV
Two Weeks Ending Feb. 7, 1959

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	19,536
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,688
3	Maverick (Kaiser, Drackett, ABC)	16,060
4	Sugarfoot (American Chicle, Luden's, CBS)	15,840
5	Danny Thomas Show (General Foods, CBS)	15,532
6	Perry Como Show (Several sponsors, NBC)	15,400
7	Perry Mason (Several sponsors, CBS)	15,180
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	15,048
9	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,048
10	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	15,004

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	45.2
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.9
3	Maverick (Kaiser, Drackett, ABC)	38.4
4	Sugarfoot (American Chicle, Luden's, CBS)	37.9
5	Danny Thomas Show (General Foods, CBS)	35.9
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	35.9
7	Perry Como Show (Several sponsors, NBC)	35.6
8	Perry Mason (Several sponsors, CBS)	35.3
9	Cheyenne (Harold Ritchie, Johnson & Johnson, Armour, ABC)	34.9
10	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.8

Nielsen Average Audience**

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,940
2	Wagon Train (Ford, National Biscuit Co., NBC)	16,544
3	Danny Thomas Show (General Foods, CBS)	14,828
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,608
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	14,212
6	Wyatt Earp (General Mills, Procter & Gamble, ABC)	13,816
7	Maverick (Kaiser, Drackett, ABC)	13,772
8	Sugarfoot (American Chicle, Luden's, CBS)	13,288
9	Ford Show (Ford, NBC)	13,112
10	Tales of Wells Fargo (American Tobacco, Buick, NBC)	13,024

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	39.1
2	Wagon Train (Ford, National Biscuit Co., NBC)	38.3
3	Danny Thomas Show (General Foods, CBS)	34.3
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	33.9
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	33.8
6	Wyatt Earp (General Mills, Procter & Gamble, ABC)	32.9
7	Maverick (Kaiser, Drackett, ABC)	32.9
8	Sugarfoot (American Chicle, Luden's, CBS)	31.8
9	The Real McCoys (Sylvania, Procter & Gamble, ABC)	30.7
10	Ford Show (Ford, NBC)	30.2

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

Pillsbury Invests $800,000 in Dailies in First Quarter

MINNEAPOLIS, March 10—The Pillsbury Co. said it will have spent more than $800,000 in newspaper advertising during the first quarter of 1959.

Warren P. Peterson, marketing director of the grocery products division, said this is the most the company will have spent in newspapers during a comparable period in recent years.

The schedule by product includes Pillsbury's Best flour—r.o.p. color ads in 264 markets, b&w ads in 246 markets; pancake mix—r.o.p. in 25 markets, b&w in 365 markets; new product introductions—r.o.p. in 128 markets, b&w in 80 markets; introduction of de luxe formula cake mix—b&w ads in 95 markets.

■ Campbell-Mithun, Minneapolis, handles advertising for Pillsbury flour. The other insertions will be placed by Leo Burnett Co., Chicago. #

Market Facts Buys VRI

Market Facts, Chicago marketing research company, has purchased Visual Research Inc., Chicago, which uses the commercial application of psychological laboratory devices for packaging and advertising research. Visual Research will operate as a subsidiary of Market Facts.

Halleman Joins Duncan Scott

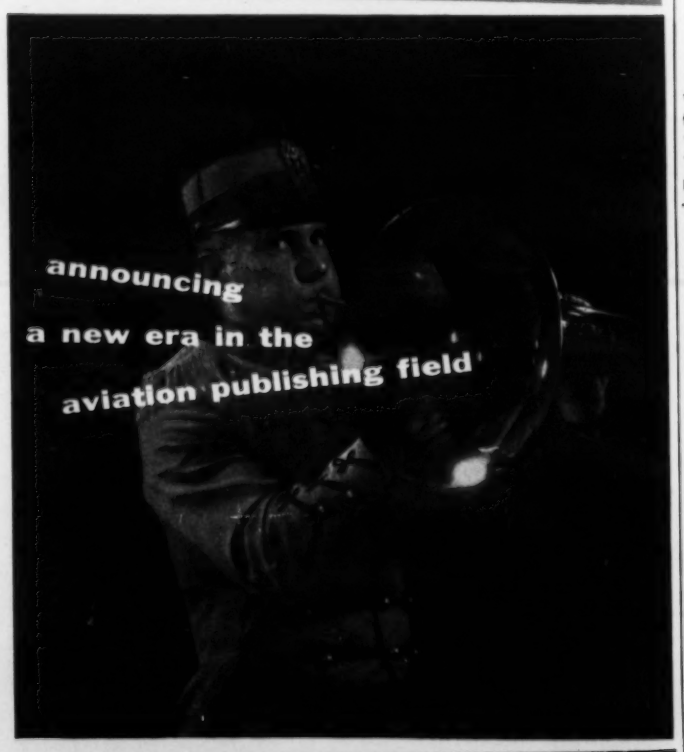
George E. Halleman Jr. has joined Duncan Scott & Co. as head of the broadcast representative's radio and tv department. Mr. Halleman previously served in executive capacities for 12 years with Chicago radio and tv stations and a broadcast representative.

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed

LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.

BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St | Chicago 175 W. Jackson | San Francisco 100 Bush St



WATER for 20 YEARS

Corpus Christi's industrial expansion got a boost last April with the completion of the $18 million Wesley Seale Dam. The new dam provides ten times the old supply of fresh water to take care of domestic and industrial needs for the next 20 years.

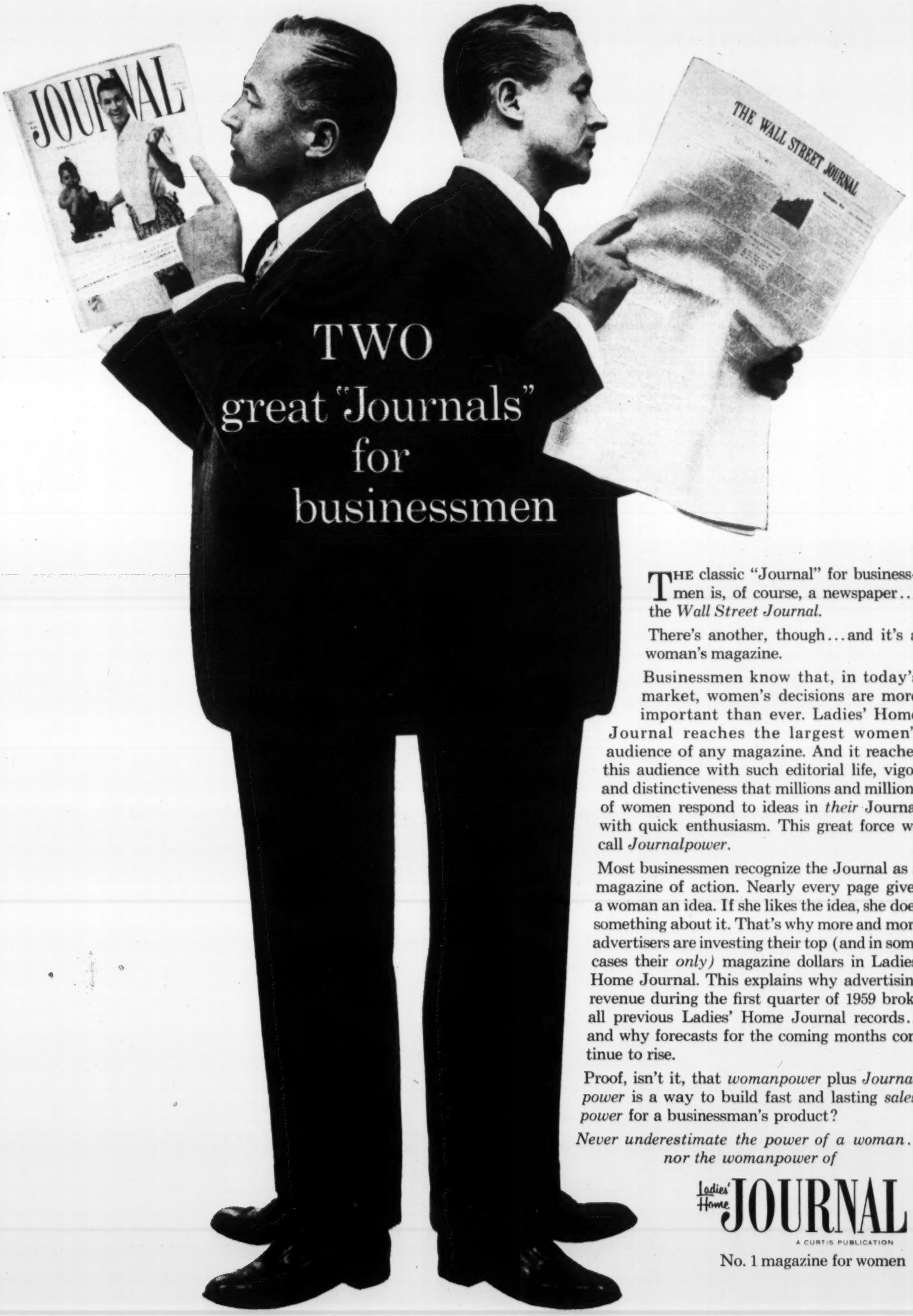
Big things are happening in Texas' booming Coastal Bend, a rich, ready-to-buy market where sales are made through the Caller-Times. Write for market data.

Circulation 93,602 ABC

Represented nationally by
TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas
Chicago Atlanta New York

The Corpus Christi Caller-Times
CORPUS CHRISTI, TEXAS

See page 80



TWO great "Journals" for businessmen

THE classic "Journal" for businessmen is, of course, a newspaper... the *Wall Street Journal.*

There's another, though... and it's a woman's magazine.

Businessmen know that, in today's market, women's decisions are more important than ever. Ladies' Home Journal reaches the largest women's audience of any magazine. And it reaches this audience with such editorial life, vigor and distinctiveness that millions and millions of women respond to ideas in *their* Journal with quick enthusiasm. This great force we call *Journalpower.*

Most businessmen recognize the Journal as a magazine of action. Nearly every page gives a woman an idea. If she likes the idea, she does something about it. That's why more and more advertisers are investing their top (and in some cases their *only)* magazine dollars in Ladies' Home Journal. This explains why advertising revenue during the first quarter of 1959 broke all previous Ladies' Home Journal records... and why forecasts for the coming months continue to rise.

Proof, isn't it, that *womanpower* plus *Journalpower* is a way to build fast and lasting *salespower* for a businessman's product?

Never underestimate the power of a woman... nor the womanpower of

Ladies' Home JOURNAL
A CURTIS PUBLICATION

No. 1 magazine for women

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Offers His Conclusions on the 'Great Anniversary' of McCann-Erickson Resignation of Chrysler

To the Editor: What great events, in the past 25 years, would be voted as the most profound and earth-shaking in a poll of the leaders of the advertising profession?

No doubt there are a select few that would be included in everyone's ballot—the atom bomb, victory in World War II, Stalin's death and McCann-Erickson's "hydrogen-like" blast set off by the announcement of the resignation of the Chrysler account.

Let us pause respectfully on this first anniversary of that great event—perpetrated on the professional advertising industry by McCann. Who can completely erase the memory of those first few days—or the effects of "the fall-out"? Many remember how those great towers of strength in the industry moved about the avenue numbed and bewildered—trembling as did even the ordinary members of the breed.

Then, ever so slowly, effects of the shock began to wear off, and the strong arose from the philosophical rubble and debris to beat their breasts with clenched fist and cry out: "Was not this an even greater Day of Infamy?" Like Hell it was!

■ It was the simple exercise of prerogative, one that is still open to the individual as well as a business organization—the prerogative of resigning one's association with his employer in the hope of finding greener pastures. And, I'll wager, there are many of those "leading spokesmen" of the advertising profession who would just as soon forget the gnashing of teeth and the silly utterances as they look in retrospect to a year ago.

But let us look forward as befits the advertising profession. What are the results of this memorable occasion in the past year? Is it not true "The Car" has ridden rough-shod over the scene and the competition? Again—like Hell it has! Ford Motor Co., by comparison, is having a whale of a year. We can't fairly judge the effects on Chrysler (they haven't been able to supply enough cars to their dealers due to strikes affecting suppliers for the past four months), and Buick is certainly not the bellwether of General Motors sales at this date. By the way, have you read of American Motors' Nash and Studebaker's Lark?

I was one of those who felt then as I still feel—that McCann-Erickson was the victim of some of the most stupid and hollow criticism of the year. They (McCann) made an important business decision, and much of the wailing was motivated by just plain jealousy because of its boldness.

■ There are still some die-hards among the original multitude of detractors who even today give the feeble argument that it was only "the method employed" with which they disagreed. Then to refresh the memory of these self-righteous individuals, it is to McCann's everlasting credit that they did not take part in the giddy and adolescent activities and rumors so prevalent at the time. McCann's employer (Chrysler) heard the news first from McCann.

Now that the smoke has cleared from this so-called famous conflagration involving the ethics of the advertising profession, history no doubt will again teach us many lessons; I've learned *one*—the larger agencies don't necessarily have more brains, nor the greater ratio of creative people, and by no means are they an automatic guarantee of successful results from advertising. It is my personal opinion, where advertising efforts are concerned, that creativity and sales impact may tend to suffer in the larger agencies in the long run.

Malcolm Richards,
White Plains, N. Y.

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Thinking Man Thinks

To the Editor: Before others find themselves "with a knot of frustration mushrooming in the abdominal section," as Andy Armstrong assures us they will, trying to come to terms with Viceroy's Thinking Man copy, let's expose the basic fallacies of the campaign and let the semantic confusion blow away in well-filtered smog.

The Thinking Man is the foundation of the campaign, yet Viceroy ignores him. No self-respecting THINKER would be caught dead building a barbecue pit, collecting coins, painting a landscape, or sailing a boat. A thinking man THINKS, that's it, there isn't any more.

Rodin knew his business when he sculptured "The Thinker." We can forgive Rodin for having his statue sitting, but then it would look silly in a horizontal position. Note Rodin's Thinker isn't even wearing clothes; he's just thinking as every thinker should. . .

Being a thinking man is a fabulous life. Whether you are idling with the quantum theory, or concentrating on Brigit Bardot, people look at you with awe, and fall all over themselves buying you drinks. Your silence becomes as profound as a comma in the Constitution.

Some people confuse the thinker with the sleeper. The answer lies in the eyes: a thinker's eyes are open. Some people, who dislike thinkers, say that this is the only difference—but then, it takes all kinds of opinions to make the world go 'round—or does it? I must give the matter a few days' thought.

With regret I must return to Viceroy. The people portrayed in the campaign are not thinkers, but DOERS. If you have followed me so far, you'll know what I mean. So, no wonder people are getting semantic knots in the mid-section. This mis-transposition of types is enough to confuse a biblical-contradiction remover, let alone a sharp-witted art director.

Let's see what happens: "A Man Who Does for Himself Knows—Only Viceroy has a Doer's Filter and a Smoker's Taste."

There we have it—the real falacy—NO MAN WHO DOES FOR HIMSELF WOULD LIKE HAVING A TOBACCO PEDDLER TELL HIM WHAT END OF HIS CIGARET TO LIGHT.

Wm. J. Appel Jr.,
Mannie R. Klein Advertising,
Washington, D.C.

• • •

Here's One Reader's Idea of a 'Thinking Man's' Taste

To the Editor: Yours is a better medium than most, in which to express wonder as the "brain-washing" technique employed by the slogan, A THINKING MAN'S FILTER, A SMOKING MAN'S TASTE.

It would seem that the smoking man needs a filter.

If a man thinks he prefers the taste of "chawin' terbaccy," he's my idea of the thinking man with good "taste" (although not everywhere considered to be "in good taste").

Erwin L. Schwatt,
Atlantic City, N. J.

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Increase, Not Decrease for Agency Record

To the Editor: A slip of the pencil can often prove most embarrassing and that is just the situation that evidently happened when our figures were submitted for ADVERTISING AGE's billing report.

Under our estimate of 1959 volume we should have stated that we expected to have a 20% *increase* in our billing, not a decrease. It looks as if we were too conservative because our figures for the first four months of the fiscal year show the agency's billing running a healthy 67.5% ahead of 1958. We do not know whether we can maintain this ratio (although there are two new accounts in prospect). We do feel we will finish the year at least 50% ahead of last year and crack the $1,000,000 barrier.

M. M. Russell,
Assistant Treasurer, Reilly, Brown & Tapply Inc., Boston.

• • •

Honester than Thou

To the Editor: Here is an excellent example of honest advertising! If anything, it is too honest. A

Rubber Massage
BATH SPRAY
Invigorating, relaxing massage head! 5 Ft. hose. Fits all faucets.
69c Value 69c
Prices subject to Federal Excise Tax

Liggett Drug Store ad in the *Boston Traveler*.

Martin Sheridan,
Director of Information and Publications, The New England Council, Boston.

• • •

Decries the Pitchmen of TV Commercials

To the Editor: It's about time the advertising business did something about the tv commercial mess—a condition which gives the public ample reason for being critical of advertising.

Chief offenders in this area are the patent medicine manufacturers. Their blatancies and inanities would shame a sidewalk pitchman. The pain relievers, in a frantic effort to outbid one another for sales, utilize outlandish gadgets, charts and pseudo-medical jargon to woo skeptical and commercial-weary viewers.

Second on the list are the deodorant pluggers. Their advertising

WHOOOSH*
That whooosh you heard was The Saturday Evening Post circulation zooming up over 6,000,000! There's a name for the solid propellant behind reader demand-Vitality!
The Post is hotter'n a rocket!
A CURTIS MAGAZINE

now makes plates
for both processes
in America's finest
photoengraving plant
at Lake Street
and Wacker Drive

COLLINS,
MILLER &
HUTCHINGS, INC.

LETTERPRESS • GRAVURE

[illegible] West Lake Street at Wacker Drive • Chicago 6.

verges on the disgusting...

Let's not forget the cigaret makers whose completely ridiculous commercials are the butt of every comedian on tv, radio and in night clubs.

It is small wonder that a U.S. senator, John Marshall Butler of Maryland, recently made a public statement that tv advertisers must "clean house or face the possibility of Congress doing it for them."

Have the ethics of advertising become so lax that congressional action must be taken to remedy them?

Philip G. Knapp,
Rochester, N. Y.

• • •

Collector's Item?

To the Editor: Credit the amazing memory of a lovely lady over 70 for the following. My mother "recited" this to me recently, with the easy assurance of the teen-ager which she was during the Gay '90s when it was published.

As an advertisement, here is a copywriter's nightmare; a compositor's "comeuppance," and an art director's Waterloo!

And—a bit of nostalgia for the chairman of the board!

Time: about 1895
Place: a Massachusetts newspaper
Advertiser: read on, friends! The ad:

WHY IS A BON BON SWEET?
SWEET IS FRAGRANT—
FRAGRANT'S AN ODOR—
ODOR IS SCENT—
CENT IS MONEY—
MONEY'S A MEDIUM—
A MEDIUM'S A SPIRITUALIST—
A SPIRITUALIST'S AN
INCOMPREHENSIBLE PERSON—
AN INCOMPREHENSIBLE PERSON
IS A CRANK—
A CRANK'S A HANDLE—
A HANDLE IS SOMETHING
FASTENED ON—
SOMETHING FASTENED ON IS A
CAN ON A DOG'S TAIL—
A CAN ON A DOG'S TAIL
IS A NUISANCE—
A NUISANCE IS A
FASHIONABLE TRAIN SKIRT—
A FASHIONABLE TRAIN SKIRT
IS A STYLE—
A STYLE IS A FENCE—
A FENCE IS A BOUNDARY—
A BOUNDARY'S A LINE—
A LINE'S A DIVISION—
A DIVISION IS A SEPARATION—
A SEPARATION'S A DIVORCE—
A DIVORCE IS A LAWSUIT—
A LAWSUIT'S A COMPLICATION—
A COMPLICATION IS A
CRAZY PATCHWORK—
A CRAZY PATCHWORK IS A
LITTLE OF EVERYTHING—
A LITTLE OF EVERYTHING IS
BOARDINGHOUSE HASH—
BOARDINGHOUSE HASH IS
A MYSTERY—
A MYSTERY IS A
WELL-KEPT SECRET—
A WELL-KEPT SECRET
IS A MIRACLE—
AND A MIRACLE IS
HOOD'S SARSAPARILLA!!

Bradford Haywood,
Packaging Consultant, Star Lake, Wis.

BE REALLY REFRESHED....LOVE THAT COKE!
BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY
SIGN OF GOOD TASTE
Eating out gives life a lift!
Swift

Reader Spots the Layout

To the Editor: Couldn't McCann do better by its clients than give two of them identical formats for their advertisements? The media department could at least have given them a better break by finding different issues of the magazine or even different magazines in which to run them. Both ads appeared in the Feb. 14 *Saturday Evening Post.*

It was THE car. Now it must be THE layout.

Name Withheld by Request,
Chicago.

• • •

Poet and Advertiser Get Together in Paris

To the Editor: What is "Poetry in Advertising"? A club of poets who use modern technics to sell their poems? An advertising agency? A pr-enterprise? An esthetic review?

No! "Poetry in Advertising" is simply a nonprofit organization whose ultimate goal is to improve public impressions through the combined effort of the poet and the advertiser.

Our first steps will be to publish a review entitled "PEP!" (No. 1, January, 1959) and to organize the first international exhibit "Poetry in Advertising"—(posters, announcements, pamphlets, films, etc.).

We base our action upon an inquiry which proved to us that the French public has a poetic conception of human and commercial relations.

The advertising doctrine of "Poetry in Advertising" is a French version of American "soft-selling." This movement is developing rapidly in France with the help and encouragement of business men, advertisers, poets, journalists and the public.

The board of directors is composed of a poet (who is also an advertising manager), a fashion model and an engineer.

In the hope that our idea may interest you, we have sent the first documents of our organization:

Two extracts from the French professional review *Sales and Advertising* (Vente et Publicité);

Some information about the promoter of the organization;

A summary of the statutes, and the first circulars.

But do you think that our movement can interest your readers?

Claude Sorel,
Founder-President, Poesie et Publicite, Paris.

• • •

Suburbanite Is Sick of Apologies for Being One

To the Editor: Suburbia, Land of the Frightened Philistines, opium of the potential free-thinker, whipping boy for every second-rate writer with an eye for a fast buck and home of the solid citizen who works for his dough and has every right in the world to spend it trying to keep up with the Jones's if he wishes.

An articulate, unproductive "literary" minority has convinced people that mediocrity can be recognized by the cut of its shirt. They delight in making an epithet of the word "commuter" and spend as much time as possible referring to the eight-hour work day as the "rat race." The nihilist philosophy of these "Beats" or "Angry Young Men" would be laughable were it not so widely accepted by "non-Beats." Here we have a well-fed group of rampaging capitalists, wallowing in the good life that only democracy guarantees, screaming for the return of the "natural" man.

Not one of the noisy mob from Colin Wilson to Jaques Kerouac could raise his own food, build his own house, tend his own cattle or think his own thoughts. They substitute books for observation and a surface inspection of the obvious for thought.

How Thoreau must be laughing. How foolish it must all seem to T. S. Eliot. One, a truly natural man, whose philosophy was one of love, not anger; the other, a militant non-conformist who wears a conservative business suit, not a torn T-shirt.

What has all this to do with advertising and selling? Probably nothing directly, but I'm sick of listening to otherwise intelligent people apologize for buying a big car or a home in the suburbs. It's not where a man lives or how he gets to work that makes the difference. A conservatively dressed, politely spoken Vice-President can be just as profound and as much of a non-conformist as any unkempt, attic dwelling shouter.

So hurray for the Jones's. Hurray for the solid citizen, the weekly paycheck, the 8:05, the button-down shirt, the wife, the kids, the in-laws, the P-TA, the voters' league, the power mower and the million other things that help make America a pleasant place to live —and to Hell with making excuses for buying whatever we please, whenever we please, for whatever damn reason we please.

Don Ring,
Weymouth, Mass.

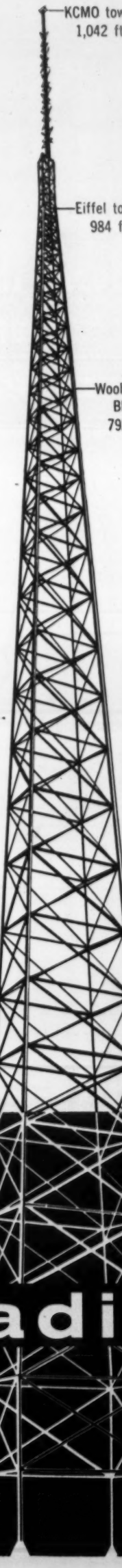
• • •

Remember?

To the Editor: The muttering which has followed Eleanor Roosevelt's appearance in television spots for Good Luck margarine seems surprising in view of the lady's long association with commercial sponsorship. It must have been 25 years ago when she first went on radio underwritten by a mattress firm—an event memorialized at the time in one of Cole Porter's more famous songs:

When Mrs. R., with all her trimmin's,
Can broadcast a bed from Simmons,
Then Franklin knows
Anything goes.

D. M. Marshman Jr.,
Vice-President & Creative Director, C. J. LaRoche & Co., New York.



In Paris . . it's the Eiffel tower . . in Kansas City it's KCMO's "Eye-full" tower

TALLEST SELF-SUPPORTED TOWER IN THE WORLD
LOCATED AT BROADCASTING HOUSE, KANSAS CITY

KCMO-TV *and* KCMO Radio

KCMO-TV Channel 5—maximum power from the world's tallest self-supported tower—1042 feet above ground for greater coverage.

KCMO-Radio 810 Kc. with a 50,000 watt signal — makes it Mid-America's most powerful station.

represented nationally by The Katz Agency

A community leader in programming, public services and award-winning radio news reporting.

Kansas City's ONLY complete broadcasting service — Radio — Television — and FM.
One of Meredith's All Family Stations

Affiliated with Better Homes & Gardens and Successful Farming Magazines

Rehmann Gets New ADA Post

Wilbur E. Rehmann, formerly general sales and advertising manager of Hawthorn-Mellody Farms Dairy, Chicago, has been appointed to the new post of promotion director of the American Dairy Assn. He will be in charge of all of ADA's advertising and promotional efforts.

Mayne Moves, Adds Clients

Chas. H. Mayne Co. has moved to larger quarters at 135 S. Alvarado St., Los Angeles 57. The agency has added several new accounts: Commonwealth Savings & Loan Assn., North Hollywood; Norman Co., Los Angeles; Bakewell Products, South Pasadena.

Altman Returns to Pace

S. I. Altman has returned to Pace Advertising, New York, as merchandising director, after two and a half years as international sales director of KnitKing Corp., a Pace account.

Some things are bigger than you think

(The five metropolitan areas exceeding 1,000,000 population and not shown on map are: Chicago, St. Louis, Minneapolis-St. Paul, Milwaukee and Kansas City.)

Metropolitan Peoria Area

for example, is bigger and richer than any of the North Central markets shown on this map.

In fact, Metropolitan Peoria has more people, more consumer dollars and more retail sales than *any* market up to a million population in Illinois, Iowa, Minnesota, Missouri or Wisconsin.

It's worth remembering – and also remember that Peoria Journal Star is the ONE newspaper that covers Metropolitan Peoria, plus Peoria's 13-county BILLION DOLLAR MARKET.

Peoria Journal Star

Ward-Griffith Co., National Reps.

Moloney Rentz Dodge Schwanbeck

GATHERING—*Program principals at the 1959 display advertising conferences of the Pennsylvania Newspaper Publishers' Assn. and Interstate Advertising Managers Assn. were Herbert W. Moloney Jr., general manager, Moloney, Regan & Schmitt; PNPA President Richard E. Rentz, co-publisher, New Castle News; outgoing IAMA President Wesley S. Dodge, retail advertising manager, Williamsport Grit, and Robert C. Schwanbeck Jr., mechanical superintendent, Sharon Herald.*

W. Va. Funeral Ad Bill Killed

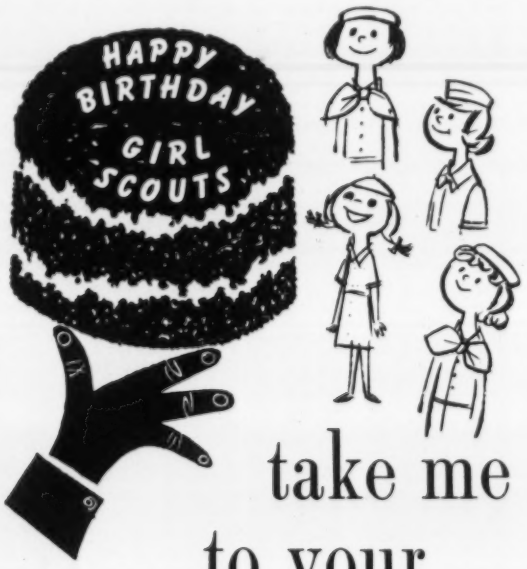
A bill to allow West Virginia funeral directors greater freedom to advertise their services was killed in the state legislature by a 58-40 vote. The bill would have authorized the directors to use other than the one column 2" newspaper space limit set by the West Virginia State Board of Embalmers & Funeral Directors. With some exceptions funeral interests had lobbied strongly against the proposed legislation.

Food Enterprises Names Two

Food Enterprises Inc., New York, has appointed Art Dawson, formerly with WOR and WOR-TV, advertising and merchandising manager. Lee Atwood, with the company for many years, has been named sales promotion manager.

Small Elects Strasnick

Jack Strasnick, art director of William J. Small Agency, Boston, has been elected to the agency's board.



take me to your leader!

A kind thought, Mr. Advertiser, but whether you want to reach the 3,000,000 Girl Scout market to send birthday felicitations or sales messages, the place to do it is through the GIRL SCOUT LEADER Magazine.

The **GIRL SCOUT LEADER**

Official "Trade Paper" for Adults in Girl Scouting

Circulation: Guaranteed **700,000**

Rates: $3.36 per B/W page per 1000

Call or write for more information on why you should join General Foods, Quaker Oats, Singer and other advertisers who are reaching this vital, growing market through the GIRL SCOUT LEADER.

PLaza 1-6900 830 Third Ave. New York 22, N. Y.

Fuller Honored by Classified Managers

HARTFORD, March 10—The Assn. of National Classified Advertising Managers presented its Prominent Person award to Alfred C. Fuller, founder and chairman of Fuller Brush Co., Hartford, at a luncheon here. The award was in conjunction with National Want Ad Week March 15-21.

The citation is presented annually to a prominent business man who attributes his start to the use of classified advertising. Mr. Fuller said he placed his first help-wanted ad in the *Syracuse Post-Standard* 50 years ago, when he was manufacturing his own product.

The ad read: "Agents wanted for a new line of brushes covering all household needs. Apply Capitol Brush Co., Main St., Hartford."

Within three months, 100 agents were selling Fuller brushes (the name was later changed to Fuller Brush Co.). Mr. Fuller said he has spent "millions" for want ads since the first insertion.

Past winners of the Prominent Person award are Harlow Curtice, former head of General Motors Corp., and artist Walt Disney. #

Griffin & Howe Names Cose

Griffin & Howe, New York, a subsidiary of Abercrombie & Fitch Co., has appointed Cose Advertising, Ridgefield, Conn., to handle its advertising. Calkins & Holden formerly handled the account. Cose has also acquired the account of Sound Yacht Supply Co., Wilton, Conn.

Haas Joins Sealy Inc.

Howard Haas, formerly sales vp for Mitchell Mfg. Co., Chicago air conditioning manufacturing division of Cory Corp., has joined Sealy Inc., Chicago, in the new post of sales manager. At one time he was promotion and public relations director of *Esquire*.

KOWH Appoints Golombeck

Herbert A. Golombeck, formerly manager of WAKY, Louisville, has been appointed manager of KOWH, Omaha, succeeding Virgil Sharpe, who has resigned.

Boston Agencies Move

Arnold & Co., Boston, has moved to 334 Boylston St. Bresnick Co. also has moved to new quarters at 334 Boylston St.

QUANTITY PHOTOS SELL ANYTHING...ANYWHERE!
QUANTITY PHOTO CO., 119 W. HUBBARD ST., CHG. 10

Write for FREE photo packet

Coming Conventions

*Indicates first listing in this column.

March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

March 18. Magazine Publishers Assn., annual conference on the economic outlook, Hotel Pierre, New York.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

April 1. Assn. of National Advertisers, Advertising Research Workshop, Hotel Pierre, New York.

April 1-3. Sales Promotion Executives Assn., annual conference, Hotel Roosevelt, New York.

April 2-3. Life Advertisers Assn., eastern roundtable, Hotel Barbizon Plaza, New York.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 10-11. West Virginia Broadcasters Assn., annual spring meeting, Press Club, Charleston.

April 12-16. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 23-24. Assn. of National Advertisers, workshop on planning and controlling advertising expenditures, Westchester-Biltmore, Rye, N.Y.

April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 6-8. Public Utilities Advertising Assn., annual convention, Sheraton Hotel, Dallas.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-22. American Marketing Assn., Montreal chapter, conference on "Montreal, Canada's Keystone Market." Queen Elizabeth Hotel, Montreal.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

*Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

*Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

*Nov. 23-24. National Business Publications, Chicago Regional Conference, Drake Hotel, Chicago.

Nestle Launches Zip

Zip, a chocolate syrup in a push button dispenser, has been introduced in test markets in lower New England by Nestle Co., White Plains, N.Y. It retails for 49¢ and needs no refrigeration. Newspapers and television are being used in the test marketing area. McCann-Erickson, New York, is the agency.

Grant Names Two VPs

Reginald L. Dellow, media director for the domestic offices of Grant Advertising, has been promoted to vp. He will continue to work in the agency's Chicago headquarters. John P. McElroy, account executive on the Old Milwaukee beer account, has also been promoted to vp.

Monett Foods Names Elliott

Monett Foods Inc., Columbus, has appointed A. Lovell Elliott Advertising, Columbus, to handle its advertising. A tv, radio and newspaper schedule is being planned.

No other medium delivers the Columbus and Central Ohio Market like the

Columbus Dispatch

Circulation—Daily: 181,410; Sunday: 241,923

Optional Combination Rate with the morning Ohio State Journal now available

Representatives: O'Mara & Ormsbee, Inc.

Columbus has the buying power... The Dispatch has the selling power

The Columbus Dispatch

OHIO'S GREATEST HOME NEWSPAPER

Orlando Sentinel-Star has the largest circulation in Central Florida

Orlando Sentinel-Star

BRANHAM AND COMPANY / *National Representatives*

OFFICES: Chicago - Detroit - Charlotte - Atlanta - St. Louis - San Francisco - Dallas - Memphis - Los Angeles - New York

This Means You Can't Cover ALL of Florida without Us. . . . . The Orlando Papers have 6 times the TOTAL circulation of Jacksonville Times-Union, Miami Herald and Tampa Tribune in Our Five county area that spends more than a half billion dollars a year.

GATEWAY TO THE MOON

Orlando Sentinel-Star Circulation Dominates The Cape Canaveral [Missile Base] area Completely with its Pink Regional Supplement.

You Ought to Know . L. C. Gumbinner

NEW YORK, March 11—An agency that practically doubled its billings between 1956 and 1958 is headed by a calm—almost placid—man, who got his start "licking stamps and cleaning inkwells."

The man is Larry Gumbinner, and his agency is Lawrence C. Gumbinner Advertising. In 1956, his shop billed $9,000,000. The total grew to $12,000,000 in 1957 and to $17,800,000 last year.

Such billings growth causes Gumbinner no pain, but he's insistent on his agency's "creating a niche for doing outstanding jobs." In this connection he speaks fondly of the Smirnoff vodka campaign—"which got the plaudits of the whole advertising world"—and others.

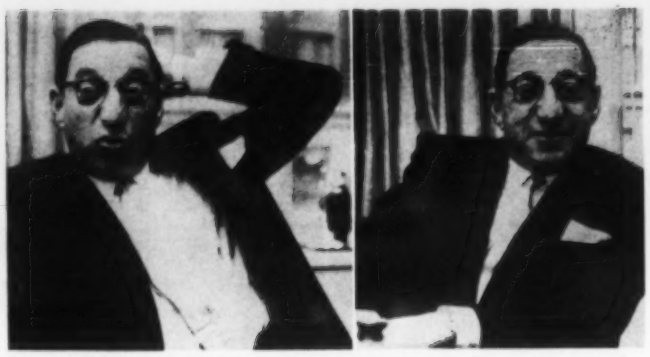
Larry Gumbinner thinks his shop did outstanding work for some clients which no longer grace his account list.

"We had Norwich Pharmacal for 21 years; lived through four presidents," he said. Then the fifth shook things up.

"Gumbinner's contributions to Norwich were so great they've carried on much of our advertising ideas. To this day Pepto-Bismol uses our slogans, our packaging, our 'upset' letters," he told ADVERTISING AGE.

"We've lost Savarin coffee, but they're still using our 'coffee-er coffee'." Then, musingly: "I don't really know why we lost Savarin, but I think the growth we experienced in the last few years may have frightened them."

■ Mr. Gumbinner, a man of medium height, with straight black hair and glasses, is pretty positive about the image of his agency: "People think we're a very thorough, intensive agency, with great creative ability and with a limited number of accounts. Thoroughness, I think, is basic to that image."



"We had Norwich for 21 years; Pepto-Bismol still [uses] our slogans."

The best way to get new business, thinks Mr. Gumbinner, "is to do well by the accounts you already have." As for solicitations, "Soliciting an account for which you are not equipped is a waste of time. Some agencies just shoot arrows into the air; we try to sell something we've got in stock—not blue sky or promises." Then, disarmingly, "But that doesn't mean we get everything we go after."

■ Mr. Gumbinner, now 59 and chairman of the agency, studied for the export business. "I studied Spanish, but Spanish translators got only $7 a week."

Then he saw a want ad placed by the L. S. Goldsmith agency, which he answered with a telegram. He got the stamp-licking, inkwell-cleaning job after the ensuing interview.

Mr. Goldsmith, whose photo adorns a wall in Mr. Gumbinner's office today, was "practically the father of co-op advertising." Mr. Goldsmith was the agency man who named Palm Beach suits and who created the Palm Beach trademark.

Mr. Goldsmith went to Europe for his health and left Larry Gumbinner, then about 21, in charge of the shop. Then Mr. Goldsmith returned and closed his agency, turning the lease over to Larry. Young Mr. Gumbinner held on to five accounts and added several drug clients on his own.

■ Early in the life of Lawrence C. Gumbinner Advertising, Milton Goodman joined and became a partner. Today the partnership is a four-way deal. Messrs. Gumbinner, Goodman, Paul Gumbinner and Morton Freund comprise the quartet.

"Goodman is the creative man; my brother Paul heads the radio-tv operation; Freund handles client service. I'm on merchandising and executive management," he said. "All of us handle a couple of accounts. There are no desk executives around here. From the standpoint of good fun and good profits that's the best way to work."

Mr. Gumbinner thinks agency employes—his, anyway—are "entitled to as much security as the agency business can afford." He says he's "never had the feeling that this is a business to be worried about. We try to build stability and let volume take care of itself."

All four agency partners, in his phrase, are "most calm—there's not an ulcer among us; we're just not an ulcer crowd."

■ Advertising's a little different now from what it was 35 years ago, when Mr. Gumbinner entered the field. Today the advertiser is interested in the total marketing concept.

"He looks to the agency for help in every sphere of his activity; so to serve the client with an octopus personality the agency has to give service in each area.

"But—even today—when the conferences and the studies are finished and the surveys are completed, a couple of guys have to take off their coats and sit down and make ads—and make them good," he said.

"Thoroughness, I think, is basic."

Mr. Gumbinner, who was brought up to work long and hard, thinks that if he had it all to do over, "I wouldn't work so hard." In the old days, Larry Gumbinner's generation "worshipped work." He doesn't resent a later generation's somewhat less respectful regard for long hours and nose-to-the-grindstone. "Now we have a tax structure," he grins.

"We're just not an ulcer crowd."

■ Nevertheless, Mr. Gumbinner thinks he might like to make way—some time in the future—for an account exec who does burn the midnight oil; who doesn't worry overly about getting three, or is it four, weeks off each summer; who takes work home, and enjoys it.

"But you can't hardly get them any more," he said. #

'This Week' Adds Ad Unit

This Week Magazine is offering a new four-color advertising unit: Three-tenths of a page (255 lines by 3 columns), at $18,200. Previously the minimum four-color space was a half page.

STARTING SUNDAY
APRIL 5
IN
SPRINGFIELD
MASSACHUSETTS
Republican
TABLOID SIZE
Sunday ROTO
FULL COLOR AVAILABLE
Complete Western Massachusetts Coverage
Net Paid 114,240 Sept. 30, 1958

Congratulations! You're getting up a lot more signs, Bill!
Thanks, Boss, the field men all like Meyercord "no water" Pressure Sensitive Decal Signs.
MEYERCORD
PRESSURE SENSITIVE
Permanent DECAL SIGNS
In 1958 . . . hundreds of Point-of-Sale advertisers adopted Meyercord PRESSURE SENSITIVE DECAL SIGNS . . . we predict hundreds more will switch to them in 1959 . . . because
• they'll say "goodbye forever" to decal water application problems . . . the bucket and sponge become obsolete.
• they're easily and quickly applied . . . yet as durable and long-lived as any decal sign ever made!
• experience shows field men "get more of them up."
• this new concept in Point-of-Sale decal signs is the product of Meyercord research . . . a decal sign of proved performance and appearance, manufactured by the world's leader in decalcomania!
FREE: Pressure Sensitive Decal brochure. Write today!
the MEYERCORD co.
Dept. F-201— 5323 W. Lake Street, Chicago 44, Illinois

CONSTANT SALES PRESSURE with HEINN LOOSE-LEAF BINDERS
Heinn binders maintain sales pressure by keeping buyers aware of your company and your products. The impression value of Heinn binders is so good that your salesman's callback usually means a sale. You cut your cost per sales call far below the average of $18.92 reported in a recent survey.
Heinn brings you a *complete line* of custom-styled binders and indexes. Prices are low to moderate, depending on your preference in workmanship and materials. You get the industry's best dollar value and something more — the counsel of representatives who rate as experts in loose-leaf planning and design. Measure your results in binders that exert sales pressure without ever wearing out their welcome, and in insignificant costs for each month of service.
SPECIAL . . . Send for your free sample of Heinn's presentation cover.
CLIP AND MAIL THIS COUPON:
The HEINN COMPANY
Sales Zone 8-C
326 West Florida Street
MILWAUKEE 4, WISCONSIN
Yes, we're interested in Heinn's special services and fast production. Send information on:
PROBABLE QUANTITIES
☐ SALESMEN'S BINDERS .....
☐ DEALER BINDERS .....
☐ MANUAL COVERS .....
☐ HEINN INDEXES .....
NAME.....
TITLE.....
FIRM.....
ADDRESS.....
CITY, STATE.....
4005

In '58 Florida Led State Advertisers, W. H. Long Reports

MILWAUKEE, March 10—Florida still has by far the largest promotion and advertising budget of any state, according to the second annual edition of a report issued by W. H. Long, "1958 Development Advertising Reports."

Florida spent more than twice the investment for industrial development advertising and promotion of Virginia, second high state, and more than the 10th high state, Arizona, the report said. Of the 10 states which spent the largest amounts for industrial development promotion, two-thirds were southern states.

In 1957 Florida spent $1,300,000 for tourist travel advertising and $900,000 in industrial development advertising, according to Mr. Long's first annual report (AA, Jan. 27, '58).

■ His new report does not include total advertising expenditure figures because presentation of the totals by rank "drew down upon our unsuspecting heads the wrath of several officials who felt this method of ranking was unfair." The report, however, gives figures for advertising expenditure by state in various media and collateral activities.

Of the top 10 investors in tourist travel promotion in '58, Florida again spent the largest amount, and Hawaii was a close second. The report said Florida and Hawaii have about a three-to-one dollar lead over the third-ranked state, Massachusetts. All of the 10 states which spend most on tourist travel promotion spent more than $200,000 in 1958.

■ Mr. Long, who operates his own consultant company in Whitefish Bay, Wis., reported that in 1958 only two states, California and Texas, did not engage on an official basis in promoting their industrial development and/or tourist travel assets. He expects that both of these some time this year will have departments and appropriations set up to advertise and promote their advantages.

The report is available from W. H. Long, 5347 Santa Monica Blvd., Whitefish Bay, Wis., for $15 per copy; five or more copies are $12 each. #

U-TURN—*Steelman Phonograph & Radio Co., a division of Herold Radio & Electronics Corp., Mount Vernon, N. Y., will use this U-shaped spread in the April Esquire for its Transitape tape recorder and Steelman portable phonograph. The company has been using U-shaped ads in its trade advertising. Dunay, Hirsch & Lewis is the agency.*

Crocker, Diamond Walnut to Repeat Brownie Tie-In

General Mills and Diamond Walnut Growers Inc. will combine again this year for their annual tie-in of Betty Crocker brownie mix and Diamond walnuts.

Color pages in the March 1 *Parade* and *This Week Magazine* promote the pair, as will the back cover of the March *American Home*. Major metropolitan dailies will carry tie-in ads using one and two colors. Batten, Barton, Durstine & Osborn handles Betty Crocker's brownie mix; McCann-Erickson, San Francisco, handles Diamond Walnut Growers.

Announce New AFA Award

A new award, to be presented annually to one or more advertising leaders judged to have contributed to a better public image of advertising, has been established by the Advertising Federation of America. As yet unnamed, the award will be inaugurated at AFA's June convention. Nominations may be made by anyone in advertising and sent to AFA headquarters, 250 W. 57th St., New York, by May 1. Selection will be made by a committee headed by Robert E. MacNeal, president, Curtis Publishing Co.

NBBB Gets 92,000 Queries

The National Better Business Bureau received a record breaking 92,000 queries for information and assistance last year. Inquiries now outnumber complaints 15 to one. More than 5,000 requests for information came from media questioning prospective advertisers or claims. About 250 cases involved objectionable advertising or selling practices, and the bureau reports a 94% record of success in obtaining voluntary cooperation.

Kellogg Offers Miniature Printing Press Premium

Kellogg Co. currently is offering a Hectograph printing press as its newest premium in Rice Krispies and Raisin Bran. The miniature, working press can be obtained for 50¢ and two box tops from either of the two cereals. The premium will receive tv advertising support on "Huckleberry Hound," "Woody Woodpecker," "Superman" and "Wild Bill Hickok" tv shows.

Sylvania to Market New Closed Circuit TV System

Sylvania Electric Products this spring will market a closed circuit tv system priced "well below" most custom-designed systems now on the market. The system is designed for use in schools, industry and commerce. It will require no special lighting and will transmit an image on Channels 2 through 6 to any standard tv receiver.

Pa. Proclaims Want Ad Week

Gov. David L. Lawrence has proclaimed March 15-22 as Want Ad Week in Pennsylvania, in conjunction with the National Want Ad Week sponsored by the Assn. of Newspaper Classified Advertising Managers. Gov. Lawrence presented his proclamation to Robert B. Zamaria, classified ad manager of the *Daily News*, Tarentum Valley, state chairman of the observance.

Set Inside Ad Week

The ninth annual Inside Advertising Week, co-sponsored by the Assn. of Advertising Men & Women and the Advertising Club of New York, will be held April 5-10. R. Steele Sherratt, Sterwin Chemicals Inc., is general chairman. The two organizations expect to host about 65 college honor students during the week's activities.

Ben Gaffin Moves Offices

Ben Gaffin & Associates, Chicago marketing and opinion research consulting company, has moved its headquarters to 6 E. Green St., Bensenville, Ill.

Display Award to Stensgaard

W. L. Stensgaard & Associates, Chicago, was awarded first prize in the permanent exhibit category of the international display contest for 1958 sponsored by *Display World*. Stensgaard designed and produced the two-story-high permanent exhibit for the lobby of the Borg-Warner building in Chicago.

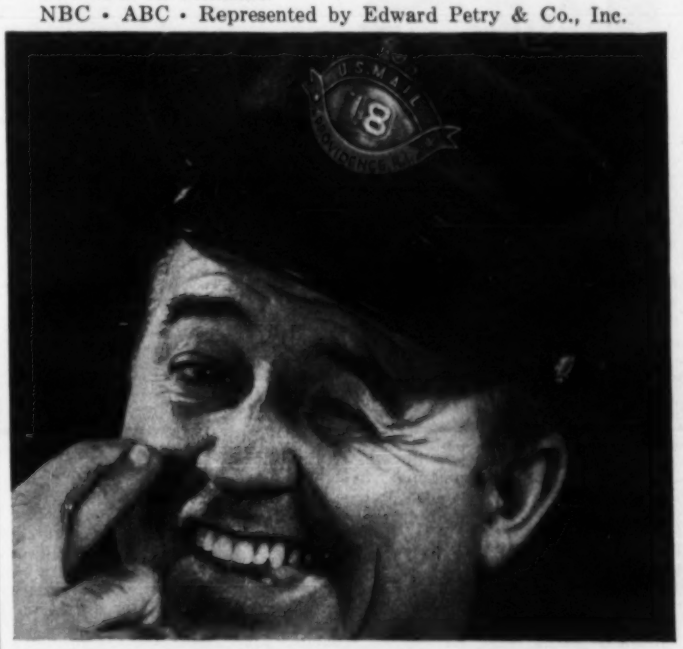
Union Pacific Buys Show

Union Pacific Railroad—via Caples Co.—has purchased a 15-minute show, "This Is Our Story," for 26 weeks on WFMT, Chicago fm radio station. The show, with Studs Terkel as narrator, will feature a separate strain of American folk music at 9-9:45 p.m. each Tuesday.

"Me an' J. K."

is just like this!" WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10
WJAR-TV
Cock-of-the-walk in the PROVIDENCE MARKET
NBC • ABC • Represented by Edward Petry & Co., Inc.



NEW LONDON APPAREL SALES

3rd

In CONNECTICUT

Style sells in New London! Apparel sales average $627 per household . . . making New London 3rd highest of all Connecticut cities of 25,000 - or - over population (S.M. '58 Survey).

Cover this 66,547 ABC City Zone completely—through its *only* daily.

The Day

NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

WHAT'S UP?*

Saturday Evening Post circulation, that's what! Up over 6,000,000. Know why? Editorial vitality that builds reader demand, that's why!

*The Post is hotter'n a rocket!

A CURTIS MAGAZINE

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Seems like trading stamps are finding a varied number of uses these days—none for which they were originally intended. Last fall we told you about the fisherman who reported phenomenal luck using stamps for bait. This week comes an even better story. In a Western City a gunman attempted a holdup at a neighborhood grocery store. For a mask he was wearing a sheet of trading stamps—with stamps torn out to make the eye-holes. Yankee ingenuity? Yes, friends, it knows no bounds.

• • • • •

Holding up grocery stores is a little out of our line, but getting sales facts on products sold in grocery stores is a job wherein we shine. We get the information for our Sales Studies from permanent panels of stores operating in the nation's best test markets. The facts obtained from these panels is "proof-positive" accurate because each Study shows actually and precisely the movement of products by brand from shelf to consumer. In addition — each study shows purchases by retailers, as well as retailer inventories. But best of all—the Burgoyne organization is permanently set up in a select list of test cities from coast-to-coast—so that clients pay only for the facts—not for getting organized to carry out a fact-finding safari.

• • • • •

MEET THE BURGOYNE TEST CITIES
DES MOINES and SOUTH BEND

. . . are two of the cities which make up the select list of BURGOYNE Test Cities, and which are permanently set up for BURGOYNE Retail Sales Studies.

DES MOINES—Capital and largest city in the state. Situated in south central Iowa at the junction of the Des Moines and Raccoon rivers in the heart of the Corn Belt. Manufacturing includes a variety of food and metal products, and printing and publishing. In this transportation, industrial, and insurance center, we recommend the REGISTER-TRIBUNE for full coverage.

• • • • •

SOUTH BEND—Situated on the great bend of the St. Joseph River, this north central Indiana city was settled in 1820 on the site of a French mission and trading post. It is a center for the surrounding farming and dairying area and for the manufacturing of automobiles, metal products, aircraft equipment and beverages. For complete coverage of this market, we recommend the TRIBUNE.

• • • • •

Fourteen years of experience in the market research business has won for our organization the reputation of consistently delivering the facts as promised—a claim backed up by a long list of happy clients. How about letting us tell you about these clients and the kind of job we do for them?

Burgoyne
GROCERY & DRUG INDEX, INC
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Foreign Advertising's Head, Joseph Palmer, Has to Circle Globe to Do Work for Clients

NEW YORK, March 10—The president of one of the oldest advertising agencies in the U.S. left here Wednesday on a westbound plane.

He was Joseph L. Palmer, president of Foreign Advertising & Service Bureau, and his destination was India.

Overseas travel is no novelty to Joe Palmer (he has just returned from a trip that took him to Peru, Venezuela, Brazil and Mexico), but this will be his first look at India.

Joseph Palmer

He expects to be gone about six weeks and when he returns he will have, in effect, circled the globe, since he plans to come back via Europe.

■ Foreign Advertising, as its name implies, is concerned exclusively with advertising outside the U.S. It has, nevertheless, no offices outside of the one it occupies at 342 Madison Ave. here.

Foreign places its clients' advertising through affiliated locally-owned agencies throughout the world and one of the reasons for Mr. Palmer's frequent trips overseas is to visit with these affiliates.

Another reason, of course, is to get a first-hand look at local market problems faced by clients. The agency's largest account at the present time is probably American Cyanamid Co. and Mr. Palmer will be attending Lederle Laboratories sales meetings in New Delhi and Germany on this trip. Lederle, the pharmaceutical arm of American Cyanamid, is a major marketer of antibiotics and other ethical drugs and has extensive manufacturing facilities abroad.

■ Although Foreign Advertising is customarily regarded as an "export agency," Mr. Palmer subscribes wholeheartedly to the view that U.S. companies must break out of the export mold if they want to take full advantage of sales opportunities overseas.

Interviewed here before leaving for India, Mr. Palmer said the postwar experience of his clients "has forced us to realize that we could no longer mount a strictly export business." He pointed out that U.S. manufacturers are increasingly moving in the direction of local manufacturing overseas instead of exporting the U.S.-made product.

While Mr. Palmer approves of this trend, he is by no means ready to concede to the demands of local agencies overseas for a full 15% commission on business routed to them by international shops such as Foreign Advertising. The practice in international advertising has been to split this commission.

■ The newly organized Venezuelan Federation of Advertising Agencies recently issued a policy statement binding member agencies to work only for a full 15% commission (AA, Nov. 17). Reminded of this pronouncement, Mr. Palmer laughed and said: "Past experience has shown that the parties to such an agreement have usually not kept it as long as it takes the ink to dry on this agreement."

Mr. Palmer added that this has been the case in Venezuela, too. He implied, in other words, that some Venezuelan members of the agency federation are still doing business at the same old split-commission stand.

He also maintained that even if the federation members kept to their agreement, it was possible to get adequate agency service in Venezuela outside of the federation. "We know because we are dealing with a non-federation agency," he said.

■ Mr. Palmer is intensely proud of heading an agency with more than five decades of experience in the international field. "We are no johnny-come-latelies," he said. "We were in this business during the depression doldrums. In those days, when we heard that someone had $15,000 to spend on export advertising, we went after him."

The agency has enjoyed a renaissance in the post-World War II years. Mr. Palmer reported that business has increased every year for the past seven years. The agency currently has a list of 37 clients, in addition to American Cyanamid, including Owens-Corning Fiberglas, Formfit, Best Foods, Eversharp, Norton Behr-Manning and Smith-Corona.

■ Foreign Advertising has a rather illustrious history. Founded in Detroit in 1903 by Maurice Peerless, the agency moved to New York in 1916. In its early history it worked for several of the automotive manufacturers. It handled Westinghouse for many years and it was the Standard Oil of New Jersey agency in Latin America before McCann-Erickson took over the account in the mid-1930s.

At one point, the agency employed as many as 70 people. It also had, at one time, offices in Britain, Argentina and Brazil; the London office had 70 employes itself.

■ The overseas offices were closed shortly before the start of World War II. Foreign's branch in Brazil developed into Inter-Americana Publicidade, now one of the leading agencies in Brazil. Buenos Aires was reopened in 1946 and closed again in 1949. The manager of this old office now has his own agency, Yuste Publicidad, one of the leading Argentine agencies. Both Inter-Americana and Yuste are affiliates of Foreign.

Joe Palmer joined Foreign Advertising in 1935. He became president after the retirement of Mr. Peerless in 1951. His brother, Harry Palmer, joined the agency in 1947 and worked as a vp until his death in 1955. #

Lion Oil Names French

Lion Oil Co., El Dorado, Ark., a division of Monsanto Chemical Co., has named French & Shields, St. Louis, as its agency, effective April 1. Ridgway Advertising Co., St. Louis, is the previous agency.

Premiums Boost Prunes

The California Prune Advisory Board is using a consumer magazine, trade papers and spot television to promote the first premium offer for California prunes. A tie-in ad with Spam in the March issue of *Ladies' Home Journal*, plus ads in *Chain Store Age, Progressive Grocer* and *Supermarket Merchandising* promote the premium, a plastic serving and storage jar. Spots on NBC-TV's "Today" show, and point of sale displays will support print advertising. Botsford, Constantine & Gardner is the agency.

Isaac Opens Office

Marijean Isaac, formerly of the public relations department of BBDO, has set up her own radio-tv service, Radio-TV Publicity Associates, with offices at 335 E. 54th St., New York. She will handle individuals and companies which are interested in free radio-tv mentions and interviews.

Chirurg Moves Boston Office

James Thomas Chirurg Co. is moving its Boston headquarters to a new building on Route 9, Chestnut Hill, Mass. The move to the Boston suburb is expected to be completed May 1.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

BLANKET COVERAGE
OF METROPOLITAN MEMPHIS!

METROPOLITAN MEMPHIS
163,930 FAMILIES
576,700 POPULATION
198,757* Combined Daily Circulation
121,275* Sunday Circulation

SRDS, 11-15-58
*ABC Audit 3-31-58

PLUS: 59% Family Coverage of the 61 Major Towns (Exclusive of Memphis) in the 2½ billion dollar Memphis market.

TOTAL PAID CIRCULATION: Combined Daily 356,433, Sunday 255,182.

ABC Publisher's Statement 3-31-58

"To Sell the South You Must Sell Memphis."

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

FOOD SALES?

$245 million in Georgia's money belt

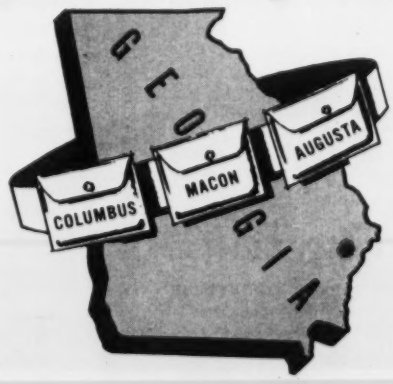
Buy the Georgia Group to blanket the Augusta-Columbus-Macon retail trading area . . . with its $245 million in grocery money. It's one order . . . one bill . . . one check. Combination rate gives savings up to 10% on each ten thousand lines.

For **coverage** in the Peach State, it's Atlanta **plus**

THE **georgia group**

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by THE BRANHAM COMPANY



Top 100 Outdoor Advertisers: 1958

Source: Outdoor Advertising Inc. These are estimated figures based on information obtained from available sources.

	1958	1957
1. General Motors Corp.	$8,898,446	$8,699,214
2. Ford Motor Co.	6,621,615	6,649,669
3. Anheuser-Busch	4,145,503	3,657,259
4. Shell Oil Co.	3,227,880	3,119,194
5. Coca-Cola Co.	3,221,598	3,406,400
6. Philip Morris	2,457,337	865,308
7. Wm. Wrigley Jr. Co.	2,293,025	2,178,904
8. National Distillers & Chemical Corp.	2,082,055	2,582,384
9. Distillers Corp.—Seagrams	2,062,828	3,222,435
10. American Oil Co.	2,061,216	1,916,951
11. Theo. Hamm Brewing Co.	1,797,000	1,855,787
12. Falstaff Brewing Co.	1,730,000	2,204,878
13. Jos. Schlitz Brewing Co.	1,712,466	1,529,722
14. Texas Co.	1,611,215	1,518,789
15. Affiliated Distillers Brands Corp.	1,551,893	3,153,056
16. Esso Standard Oil Co. of N.J.	1,414,312	1,505,452
17. General Tire & Rubber Co.	1,370,093	1,379,135
18. Continental Baking Co.	1,343,447	1,146,900
19. Lucky Lager Brewing Co.	1,336,631	1,482,126
20. Liebmann Breweries	1,278,213	1,133,935
21. Standard Oil Co. of Indiana	1,205,803	1,123,356
22. American Tobacco Co.	1,184,176	953,341
23. Miller Brewing Co.	1,172,000	1,009,126
24. F. & M. Schaefer Brewing	1,113,438	1,041,861
25. P. Ballantine & Sons	1,108,881	995,553
26. Morton Salt Co.	1,051,839	975,718
27. Pabst Brewing Co.	954,964	858,371
28. American Bakeries Co.	940,771	956,687
29. National Dairy Products Co.	932,939	2,862,074
30. Cities Service Co.	876,190	322,087
31. Richfield Oil Corp. (California)	830,382	800,347
32. Atlantic Refining Co.	814,398	878,528
33. Quality Bakers of America Co-op.	804,212	664,658
34. Hiram Walker-Gooderham & Worts	785,088	671,442
35. Seven-Up Co.	751,056	636,418
36. Chrysler Corp.	734,189	1,333,508
37. Beatrice Foods Co.	731,007	——
38. Gulf Oil Corp.	671,204	——
39. Interstate Bakeries	667,738	654,348
40. General Foods	655,822	1,283,781
41. Duquesne Brewing Co.	650,000	650,000
42. Continental Oil Co.	647,916	524,296
43. Sinclair Refining Co.	631,272	945,302
44. Tidewater Oil Co.	615,486	839,310
45. Brown-Forman Distillers Corp.	598,830	704,311
46. Stroh Brewery Co.	588,156	560,956
47. Ralston Purina Co.	577,047	332,207
48. Jackson Brewing Co.	573,640	548,530
49. Hudson Paper & Pulp Corp.	544,222	——
50. Pepsi-Cola Co.	540,633	482,876
51. Crown Zellerbach Corp.	487,268	424,101
52. Jacob Ruppert	475,000	408,220
53. Phillips Petroleum Co.	465,500	409,420
54. National Biscuit Co.	451,020	——
55. Wilson & Co.	432,608	——
56. Northern Paper Mills	431,036	——
57. Pearl Brewing Co.	412,035	375,641
58. Lone Star Brewing Co.	399,662	394,088
59. U. S. Tobacco Co.	397,000	397,000
60. Standard Brands	375,639	346,140
61. Signal Oil Co.	374,334	369,166
62. Scott Paper Co.	369,000	——
63. Sterling Brewers	365,625	——
64. Dr. Pepper Co.	356,185	380,146
65. Canada Dry Corp.	353,197	525,040
66. Howard Johnson Co.	342,219	362,732
67. Carnation Co.	339,645	340,829
68. Genessee Brewing Co.	326,572	275,225
69. W. E. Long Co.	321,909	368,479
70. Ward Baking Co.	320,414	773,703
71. Libby, McNeill & Libby	309,311	356,629
72. State Farm Insurance Co.	308,614	——
73. Goebel Brewing Co.	307,739	252,997
74. Ohio Oil Co.	301,460	235,926
75. Standard Oil of Ohio	291,658	273,881
76. Studebaker-Packard Corp.	275,618	775,704
77. Sicks Seattle Malting & Brewing Co.	274,055	303,747
78. C. Schmidt & Sons	264,155	241,081
79. Pfeiffer Brewing Co.	259,257	——
80. E. I. du Pont de Nemours	252,052	244,000
81. Drake Bakeries	250,200	239,500
82. Stegmaier Brewing Co.	235,231	——
83. Glenmore Distillers Co.	234,768	229,300
84. National Sugar Refining Co.	234,470	——
85. Richfield Oil Corp. (N.Y.)	231,000	488,000
86. Burger Brewing Co.	227,751	——
87. International Harvester Co.	225,566	499,855
88. Frito Co.	223,465	225,086
89. Campbell Taggart Associated Bakeries	220,000	——
90. Trans-World Airlines	218,829	341,125
91. McKesson & Robbins	214,241	——
92. Mogen David Wine Corp.	213,605	234,213
93. James B. Beam Distilling Co.	212,016	——
94. Foremost Dairies	211,689	——
95. West End Brewing Co.	209,080	——
96. Best Foods	203,481	——
97. Pittsburgh Brewing Co.	203,000	——
98. Oertel Brewing Co.	198,298	——
99. Lever Bros.	198,000	——
100. Borden Co.	197,554	——

BIGGEST—*Kimberly-Clark Corp., Neenah, Wis., launched in the first week of March what it believes to be the largest sustained outdoor advertising campaign in the U. S. The program will build coverage intensities to 300 showings during the six-month campaign. At the same time spectacular bulletins like this will rotate to 24 key market areas. Foote, Cone & Belding is the agency.*

Number of Net TV Users Again Shrinks in '58

(*Continued from Page* 1)

modest budgets, and (5) strong competition from spot tv and particularly from syndicators.

■ Procter & Gamble was again by far the biggest spender in 1958 with a gross time outlay of $50,638,647, against $47,046,000 in 1957. This figure was better than double the two runners-up, both of which are P&G competitors.

In second place was Colgate, with $22,857,497. Fifth placer in '57, Lever moved up to third with an increased budget totaling $21,958,373.

Others in the top ten: General Foods with $20,733,118; General Motors, with $20,593,366; American Home Products, with $20,507,683; Gillette Co., with $16,132,360; Bristol-Myers Co., with $16,072,802; R. J. Reynolds Tobacco Co., with $16,002,213, and Chrysler Corp., with $14,341,471. Ford Motor Co. was eased out of the top ten and into 11th place with a slightly shaved budget. There were 238 advertisers who spent $25,000 or more on network tv last year.

■ There was a big spurt in network tv activity for GM, which stepped up its 1957 spending by approximately $8,000,000.

Most bullish categories last year for the medium were food, toiletries and toilet goods, smoking materials, soaps, cleansers and polishes, medicines and proprietary remedies and autos, auto accessories and equipment.

■ The latest figures on brand expenditures, covering the fourth quarter of the year, showed Anacin getting the heaviest push with a network tv time bill of $3,235,389. Bufferin was $1,000,000 or so behind with $1,898,989. Bayer aspirin came in at $1,330,117.

Viceroy outspent the competition in cigarets at $2,143,971. In autos, the first placer was Chevrolet with $2,073,918. For detergents, soaps, etc., it was Tide leading with $1,754,713. #

Coventry, Miller Resumes Operations after Fire

Coventry, Miller & Olzak, Chicago, was back in business five hours after a fire burned through its quarters March 9, damaging many of the offices and causing smoke and water damage to finished artwork and other advertising material. Space for emergency operations was made available immediately from Caples Co., a next-door neighbor, which offered Coventry, Miller an entire floor in an adjoining building. According to Cliff Coventry, agency president, many others in the art studio and advertising fraternity offered space and manpower assistance. Some agency members are operating from these quarters.

Plans for reconstructing and remodeling are under way. The agency temporarily will headquarter at 676 N. St. Clair St., Chicago.

'Playboy' Names Koldyke

Playboy has appointed Martin J. Koldyke, formerly with *Redbook*, to its New York advertising sales staff.

Spending of Top 100 in Outdoor Dipped 9% in '58

(*Continued from Page* 1)

Products, which dropped to 29th place.

Distillers Corp.—Seagrams Ltd. took ninth place in '58, dropping into that position from fifth place in '57.

American Oil Co. became No. 10 on the '58 list, displacing Falstaff Brewing Co., which moved into 12th position.

Major advertisers on the 1957 list that are not included in the 1958 list of the 100 largest users of outdoor include: Admiral Corp., Bristol-Myers, California Packing Corp., Carling Brewing Co., Curtiss Candy Co., Dormeyer Corp., D-X Sunray Oil Co., General Electric Co., Safeway Stores, Scott Paper Co., Socony Mobil Oil Co., Standard Oil Co. of Calif. and Sun Oil Co.

This is not considered unusual. OAI said there is a continual movement of advertisers in and out of the medium, and that the 1958 turnover was not notably different from that of other years.

It reported recently, however, that the medium's total national sales volume for '58 was about 3.7% less than in 1957, when the over-all total was $117,000,000. #

Michelin Tire to Mann-Ellis

Michelin Tire Corp., French tire manufacturer, has appointed Mann-Ellis, New York, to handle its advertising.

Y&R Heads Standbys at American Airlines

(*Continued from Page* 1)

American in 1958), time is an important factor, but Mr. Rheinstrom said he does not see how a decision can be reached by this week —or even by next week.

■ American's separation from L&N follows by exactly one year the return of Mr. Rheinstrom to the company from J. Walter Thompson Co., where he was supervisor on Eastman Kodak and a key figure in the acquisition of such accounts as Douglas Aircraft, Northeast Airlines and Continental Airlines. He previously had worked at American for 18 years.

In rejoining American, Mr. Rheinstrom was given the top executive post under C. R. Smith and a free hand in running the sales and advertising operations. One of his first moves was the appointment of John E. Brady as director of advertising. Mr. Brady was formerly with Donahue & Coe and General Foods. He replaced Shepard Spink, who succeeded James H. Cobb in 1957. Mr. Cobb is now general manager of Burke Dowling Adams Inc.

Another consequence of Mr. Rheinstrom's return to American was Lennen & Newell's removal of Bill Smith from his client contact post. Mr. Smith has not been calling on American since September.

■ It was Mr. Cobb who presided over American's last agency competition in 1955. American's departure from Ruthrauff & Ryan after 17 years resulted in a $1,000,000 lawsuit which brought to light the unusual conditions under which R&R had obtained the account.

P. P. (Pete) Willis, who filed the suit against R&R, handled American's advertising from 1930 to 1937, when he headed his own agency in Chicago. In 1938, after he dissolved his agency, he was authorized by C. R. Smith to select another agency. According to Mr. Willis' allegation in the suit, Mr. Smith told Mr. Willis: "Pick an agency and make your own deal with them."

Mr. Willis joined R&R April 1, 1938, under a contract which specified that he was to get $1,000 a month, plus one-third of the gross commissions that exceeded $18,000 in any six-month period. The contract was to be in effect until he died or R&R lost the account.

■ Mr. Willis left R&R in 1946 to become director of advertising of American. The agency then stopped payments to Mr. Willis. In his suit Mr. Willis claimed the contract had never been terminated and he asked for the back payment of commissions from 1946 until the loss of the account in 1955.

Replying to the complaint, R&R said the contract was terminated by a document signed by Mr. Willis in 1946. The Illinois appellate court upheld the agency in 1957.

■ It would be difficult to fault Lennen & Newell on the basis of American's recent performance. Its advertising has been generally admired in airline circles, and it continues to hold volume leadership. Eastern flies more passengers, but American leads in revenue passenger miles.

American, which recently flew its 75,000,000th passenger, carried 7,782,912 passengers in the 12 months ended Nov. 30. In the 12 months ended Sept. 30 its income before taxes rose by $1,500,000 to $26,286,000. In addition, it is the leading air freight carrier, having logged 604,000,000 revenue ton miles in the 12 months ended Aug. 31, compared to 581,000,000 for the runner-up, United Air Lines.

American leaves Lennen & Newell in the midst of the greatest advertising campaign in the airline's history—the introduction of jets. American put both Lockheed's turbo-prop Electra and Boeing's 707 jet into service in January. It is currently flying nine Electras and six 707s, giving the airline an equipment lead over competitors.

According to the company, the jets have won fabulous acceptance. The scheduled airlines are considered to be doing well when they can fill 68% of seats; American's 707s have been flying at 96.2% capacity.

■ American has a fleet of 200 aircraft, and it expects to be all-jet by 1962.

To introduce the jets, American has been using double-truck color ads in magazines and pages in newspapers. It has also been running a heavy direct mail campaign, supplemented by "Jets are coming" posters. Before the year is out American expects to have jet service to and from eight cities—New York, Los Angeles, San Francisco, Washington, Boston, Baltimore, Chicago and Dallas.

American has long been a dominant user of newspaper space, and it has also become a major radio advertiser through its "music to dawn" disc jockey shows on CBS and major independent stations throughout the country. It currently is using radio spots by Bob Considine in the jet campaign.

Operating in a field where there is no price competition, American has been a consistent innovator. It inaugurated the Royal Coachman and Mercury services and has seen many of its ideas copied by competitors. #

Allied Names Ladd, Southward

Ladd, Southward & Bentley, Chicago, has been appointed to handle advertising for the Kalamazoo, Mich., mill of Allied Paper Corp.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

PRINTING SALESMAN

We can use a good salesman who controls some catalog business. Age is no barrier. Our plant is a fine quality letterpress operation. Particularly interested in industrial accounts.

Box 2346, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES—CHICAGO TERRITORY

Top publisher trade magazines needs additional high calibre man in Chicago office. Prefer previous businesspaper sales, but will consider others. Salary plus incentive arrangements and strong long term opportunity. Send resumes promptly to:

Box 2272, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 202 S. State St., Chicago 4

Experienced man of proven ability in marketing and advertising pet food or grocery store items to assist Marketing and Advertising Manager of nationally known pet food company. Salary commensurate with top level ability. Confidential. **Address Burton Hill, President, Hill Packing Company, Topeka, Kansas**

ART DIRECTOR & PRODUCTION MGR. Male. Experienced. Must be able to control quality of art and production in an established and growing corporation. Excellent starting salary with stock owning possibility to right man. Profit sharing plan. Send resume to: **D. R. Light Associates, 1511-15th Street, Moline, Illinois.**

Young account executive needed. Small growth agency specializing in field overlooked by larger agencies. Salary not big to start; increase based on ability.

Box 2342, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING ART SALESMAN

Sole owner of fast growing co-operative art studio has partnership available to salesman with $30,000-$40,000 year volume. No investment required. Send complete resume of experience.

Box 2341, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE

Rapidly growing smaller agency, serving industrial accounts in Middle Atlantic States, needs man between 30 to 45 for new business and service. Some production background preferable. Salary open. Excellent future. All replies confidential. **Send resume to Foster and Green, Inc., 16 E. Chase St., Baltimore 2, Md.**

Prominent Midwest advertising agency is interested in adding competent radio-television writer to its air media department. Prefer experienced male thirty or over. Please advise personal data and background, samples of recent copy, details of experience, salary requirements. All replies confidential. Write to

Box 2344, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALESMAN

Unusual opportunity in Loop Executive office for a sharp, aggressive man under 30. Large industrial real estate firm with diversified interests is seeking a young man, college preferred, for sale of space in its established external Magazine. This publication is principal promotion media. Writing and layout experience very beneficial. Also work directly for Sales Manager in sale and promotion of industrial real estate. Good starting salary plus merit bonus. Car allowance. Excellent company benefits. Call Mr. Long, RAndolph 6-2232, Chicago.

HELP WANTED

COPYWRITER WANTED

Substantial 4A agency needs young man with a head for ideas and a flair for effective writing. Advertising agency experience or experience in an advertising department desirable. Excellent opportunity for writer who can prove it on paper. Our own people know about this ad. Send details to

Box 2343, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

FARM ADVERTISING

Large eastern mfg. and dist. of feed, fertilizer, seed, ag. chemicals, etc., seeks an experienced man to produce newspaper advertising and p. o. p. materials and promote and supervise their use by company-owned chain. Ag. journalism degree plus 3-5 years adv. experience add up to about what this job needs.

Box 2345, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MOLENE

Editors ..... **Public Relations**
Copywriters ..... **Advg. Managers**
Artists ..... **Media** ..... **Production** ..... **Service**
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

SPACE BUYER

Fast growing Midwest advertising agency needs experienced person to buy time and space, and supervise media clerical personnel. Salary open. Send complete resume including compensation desired.

Box 2340, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SINCE 1919

PROMOTION & PUBLICITY $13,000
Agency or Industrial experience handling Government and Indust. Accounts
MARKET RESEARCH $12,000
Develop merchandising sales new products and processes. Soft gds.
COPYWRITER ..... $ 8,000
Industrial exp. dealers aids training programs dealer displays
Contact Art Weil
Monarch Personnel
28 E. Jackson WAbash 2-9400
Chicago 4, Ill.

CAN YOU TOP THIS?

- Remember when the function of a panel was to shut up?
- Security is supposed to keep a roof over our heads. Actually, it only places a ceiling on our brains.
- Cocktail lounges are considering side-entrances for men.
- I remember that when teen-agers were *"breaking out"* it meant they had pimples.
- When exercising their rights, people never tire.
- Split-personality . . . Paranoia . . . Psychosis. Do you recall when it took two to make a quarrel?
- I wept, because I had no shoes and then I met a man who had no car.
- Alternate side-of-the-street mugging *will* be waived during the N.Y. Spring Festival.

The copywriter who wrote these and many other lines needs work.

33, 4 yrs. exp. TV/PRT Drugs, Food/Bev., Soap, Services

Box 451, Advertising Age
630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

ADVERTISING, MARKETING, SALES TRAINING EXECUTIVE

Has complete charge all Adv. & Sales Training work for large mfg. with nat'l. distribution. Thoro knowledge of selling to businesses thru Co. operated branches & franchised dealers. Works closely with home office & field sales force. Knows all phases of running a business because of experience in actg., engineering, production & sales. Seeks position as Adv. Mgr. or Acct. Exec.

Box 2355, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

QUALIFYING ROUNDS COMPLETED

M.B.A. graduating Harvard Business School June. Two years industrial copywriting experience. Desire challenging position with agency or company marketing staff. Age 27, married. Contact W. M. Rusch, 47 Murdock Street, Brighton 35, Mass.

JOURNALIST COPYWRITER-L.A.

Young woman with Jour. degree. 7 yrs. exp. incl. trade mag & tech. writing, wants job w/estab. firm. HO 2-1861 (Los Angeles).

PUBLIC RELATIONS EXEC.—Mature man, 22 yrs. exp. all phases publicity and public relations. A-1 administrator. Top contacts business leaders in Chicago, Dallas and Denver. Excellent references. Pref. agency or large business. Could invest.

Box 2304, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING, SALES, ADVERTISING, PUBLIC RELATIONS DIRECTOR. Now V.P. and Sales Manager medium sized advertising-marketing agency. 14 years diversified experience industrial, consumer products, all channels of sale. How to locate, influence, sell. Want challenge and opportunity. Can produce and prove. Married. Age 39. Will relocate.

Box 2356, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Versatile A.M. or A.E. idea man. Good copy. Knows prod., layout, publicity, exhibits. Top merchandiser. Big budget admin. constr. eqpt. auto parts. Family, relocate.

Box 2348, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

METAL-WORKING MARKET

Research and promotion working mgr. with top record sales experience available. Efficient, effective, young, no hurry, wants this to be first and last change. Quality magazine, manufacturer or agency.

Box 2358, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Advertising Space Sales, heavy experience, N.Y. and East territories. Excellent record. Familiar with agencies.

Box 2327, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

POSITIONS WANTED

Adv Asst-13 yrs retail & national newspaper background. Creative copy, layout, direct mail, market research, merchandising, publicity. Working knowledge of art and painting production, married, age 40 will go anywhere. Write-wire-phone Wayne Jerdon, 20 Victory Drive, Hamilton, Ohio. Twinbrook 4-4005.

INDUSTRIAL WRITER-CHIEF-AE

Former agency vp. 20 yrs. top agencies, major accounts. Available full or part time, agency or mfg. Sal. range $18-20,-000.

Box 2357, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SMART WOMAN

Sales Promotion, experienced all phases, programs, in-store material, publicity, merchandising, manufacturers and agencies. Knowledge retailing, supermarkets, foods, fashions, diversified product promotion.

Box 2359, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ART DIR., ARTIST-Southern boy would like to return to his own South or Southwest in Agency or top Art Dept. 7 years exp., 25, married; modern, crisp, creative layouts, finish in any med. $8,000 to $9,-000.

Box 2354, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER-EUROPE BOUND for 6 months, seeks challenging assignment.

Box 2352, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLIC RELATIONS MAN 14 YRS. Strong, all branches: corporate, writing, publicity. B.A. Journ., Available soon.

Box 2347, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING OR ADV. MANAGEMENT Network, agency, direct mail experience Admin. detail man, age 36, degree, $10M.

Box 2351, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED SALES PRODUCER

Executive ability merchandise background, wants challenging opportunity, excellent liaison.

Box 2349, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AD MGR./ACCT. EXEC.

Experienced advertising-promotion man. Strong dealer service background. Creative, energetic. Agency and company marketing experience . . . dog food, feed, veterinary pharmaceuticals, Ag chemicals, farm equipment. Able writer all Media.

Box 2350, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVT-SALES PROMOTION EXEC.

12 yrs. ind-cons. exp. Now employed. Top record; refer. Creative; A-1 admin. Will relocate. Prefer Wis., Minn.

Box 2353, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

½ + ½ = 1?

Not necessarily. Finding this copywriter who has both the advertising know-how and the housewife's viewpoint may turn some good tricks for you, add a big X to your figures . . .

Top agencies have used me full-time for both TV and print, but just now I yearn for free-lance. For resume, write Mrs. MFS, 9300 S. Winchester, Chicago 20, Ill.

REPRESENTATIVES WANTED

F-O-P DISPLAY in CONTINUOUS-ROLL Versatile, flexible medium; colorful, economical. We specialize in flexographic printing for display, made up in continuous-roll, flat or corrugated. If you contact large accounts, our DISPLAY-FLEX can result in many extra sales and prove good income builder for you. FULLER DISPLAYS, INC., 5-39 48th Avenue, Long Island City 1, N. Y.

SALES REPRESENTATIVES WANTED

For "Clear-Stix" transparent acetate self adhering POP signs. Chicago, Southern, New England and other territories open. **Transparent Advertising Corporation, 2800 College Pt Causeway, Flushing 54 NY OR See us at the POPAI Show, Booth 74.**

REPRESENTATIVES AVAILABLE

Let Successful Publisher's Representative Sell Space in Ohio, Western Penna., Eastern Michigan, Western N.Y. State, For Your **Audited** Business Publication. Established Office, Experienced Staff.

Box 2141, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV AND THEATER MOVIE PRODUCERS: Could you use aggressive sales rep in Far Eastern countries? Career sales opportunity desired. Write me (AIR MAIL, please). V. V. Harton, P. O. Box 5, Kokubunji, TOKYO, JAPAN

BUSINESS OPPORTUNITIES

To The agency owner who thinks he can never retire. We want to buy an agency, East of Mississippi - earning $75,000 per year. Replies confidential.

Box 2359, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Wanted to buy all or control of established Trade Publication. Publishers Associates, 21 E. Van Buren St., Chicago 5, Illinois

FOR SALE: Media Properties: Radio stations as low as $30,000 total price; television stations from $450,000; monopoly market (small) radio and newspaper combination, $150,000, terms. **Chapman Company, 1182 W. Peachtree, Atlanta; 205 W. Wacker, Chicago; 1270 Avenue Americas, New York.**

MISCELLANEOUS

ZINC, LINE, HALFTONE, CUTS
(for conventional, printing, gold stamping)
6 Square inches $1.60
Write for FREE catalog containing samples of our work, rate card.
GALLAGHER'S ENGRAVERS
P.O. Box 115, Hazleton, Pa.

Ultra smart new studio bldg-2216 Cleveland Ave. 2 lg. bedrms, fireplaces, super deluxe electric kitchen, utility room, dishwasher, bar etc. Bldg. open for inspection first, second and third floors. Wh 4-8846, Chicago.

Monthly House Organs promote good will and increase sales. Samples free. Sals Reps wanted. Luther Kohr Enterprises, 517 Curtis Drive, Morrisville, Pa.

NOW get saturation coverage on Radio & TV Contest Shows in So. Calif. & West at low cost. Write Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Calif.

WANTED
2 EXCEPTIONAL PEOPLE

1) **Food Marketing**—30 yrs. or under. 4 or more yrs' agency exp. Now employed as Ass't Mktg Mgr or A/E. Exp with food retailer or mfr valuable—must write good plan showing exp & mkt analysis ability.

2) **Research**—graduate degree. 4 or more yrs' agency exp in all phases of adv. research, emphasis on media.

Both jobs wonderful opp. for ambitious, self-starters wishing to share growth of medium-sized Chicago agency. Our employees know of this ad so write fully of exp, bkgd, earnings—all in strict confidence. Sell yourself.

Box 452, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING PRODUCTION

Young man to assist production manager on weekly business publication. Some background in graphic arts required. State qualifications briefly. Excellent benefits in addition to good salary.

Box 455
ADVERTISING AGE
200 E. Illinois St.
Chicago 11, Illinois

SALES PROMOTION AND SALES TRAINING AGENCY NEEDS A WRITER

who can work alone or with a team in meeting a creative challenge and interpret ideas into workable (and saleable) plans and collateral material.

Though we are heavy in major appliance and food distribution accounts, you will have an opportunity to think and work in many interesting fields. Our address is Michigan Avenue, but our staff (who know of this ad) are shirtsleeve creative men. We need two juniors or one top ranking pro. Write in confidence to Box 453, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

DISPLAY SALESMAN

Excellent opportunity for a man with creative sales background to sell permanent point-of-sale displays, for a rapidly growing organization considered one of the leaders in its field, located in Metropolitan New York Area.

Please furnish complete résumé. Replies held in strict confidence. Box 422, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

Attention: PUBLISHERS

Seeking a top-notch Assistant? Former business writer, agency exec. Exp. Adv. prom. & circ. d.m. Knows publishing. Will make immediate financial sacrifice for right future.

Box 449, Advertising Age
630 Third Ave., New York 17, N. Y.

LARGE MIDWEST AGENCY WANTS THREE GOOD "AD-MAKERS"

Traditionalists would say we want one copy supervisor and two art directors. Not the way we see it, however. This copy guy thinks of good visual ideas to match the sparkling words he writes; he also knows how to coax the best from writers working with him.

The art guys pride themselves in creating picture situations that communicate the sales idea as well as stop the readers. They may show a healthy amusement at their art awards. They are visual communicators, not designers.

Our clients are big—usually biggest in their fields. Their budgets are big and they like big ideas.

Our offices are "creative conditioned"; so is our management. The pay is good and the creative group you will work with is exceptional. Your family will like our town.

If you are an "Ad-Maker" we'd like to talk to you. Tell us about yourself in a long letter. And, if you will, attach proofs of your six best ads. We promise a prompt reply. Box 442, Advertising Age, 630 Third Avenue, New York 17, N. Y.

CREATIVE ACCOUNT EXECUTIVE FOR CONNECTICUT AGENCY

The able and easy-to-live-with head of this small but successful 4A agency is looking for another capable associate.

You need to know and do trade and consumer copy, sales promotion, and you must be a good contact man.

This is no job for either an amateur or a specialist, but it's a superb chance for an all 'round ad man with a flair for copy, practical knowledge of marketing, and a liking for clients. Under forty preferred.

Healthy starting salary, profit-sharing, rapid and substantial increases if you make the grade. This outfit has very high standards and requirements, but it's a swell place to work. I know them intimately. Write me full details in confidence if interested.

Kenneth Groesbeck
Advertising Agency Consultant
7 East 44th Street, New York 17, N. Y.

WANTED!

MERCHANDISING MGR. **$14,000**
Solid background in dairy products or related. Salary, bonus and stock options.
MARKET RESEARCH MGR. .... **Salary Open**
Background in agricultural feeds and supplements. Midwest location.
COPYWRITER **$12,000**
Electrical-electronic industrial product b/g.
COPYWRITER **$12,000**
Consumer hard lines and light industrials b/g.
ACCOUNT EXECUTIVE **$12,000**
Building materials or related b/g. Good copy and plans. Midwest agency.
BRAND DEVELOPMENT MGR. **$10,000**
All-around advertising, sales promotion and merchandising b/g in beverages or food. For these and other current openings, contact me in confidence.

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Well-known, long established technical trade magazine has opening for space salesman in New York City. Ownership of car desirable. Salary to start. Excellent opportunity. Details to Box 445, Advertising Age, 630 Third Ave., New York 17, New York.

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5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes proportionately priced.
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MIDTOWN MANHATTAN OFFICES
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One of the top three consumer magazines has opening in Chicago. Must have advertising sales background with proven record of sales ability, aggressiveness and creative salesmanship.

Please submit complete detailed résumé of background, experience, personal details, business references in advertising field and salary requirements. This is a major opening and an unusual opportunity. Write box 448, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING EXECUTIVE AVAILABLE

- Account Exec.-Supervisor
- Adv.-Sales Prom. Mgr.
- Art Director

Specialties: Word and picture ideas—dealing with clients and creative people. 20 years in retailing and agencies—New York and Western city. 37 years old. Owner and manager of small agency. $15-20,000. For complete résumé write Box 359, ADVERTISING AGE, 200 E. Idinois St., Chicago 11, Illinois.

ABP Jesse Neal Awards Honor 22 Business Papers

(*Continued from Page 2*)

of entries this year was improved over preceding years. A record number of entries were sent in this year.

The annual competition is sponsored by Associated Business Publications. Mr. Neal, who died in October, 1957, was one of the organizers and first executive secretary of ABP.

■ Awards were given in two classes each, in three categories:

Category A—Average total paid circulation up to 10,000:

Class 1—To an editor, or group of editors, for the best single article or report on an event or project of major importance to the field or industry served. Special issues are eligible if on one theme.

● **1st award:** Douglas Meldrum, executive editor; Gregory Dunne, associate editor; Arthur Gregor, technical editor; James Ward, art director, Industrial Design. **Merit Awards:** (1) Ray Ganly, editor; A. L. Castro, managing editor, Modern Brewery Age; (2) Dr. O. B. Irizarry, editor & publisher; Max L. Batchelder, presentation editor; Jorge Sarmiento, managing editor, Petroleo Interamericano; Dr. Morris M. Cohn, editor, Water Works Engineering.

Class 2—To an editor, or group of editors, for the best series of related articles on a subject, event or project of major importance to the field or industry served.

● **1st award:** Ralph Caplan, editorial director; Hiag Akmakjiam, associate editor; Jane Fiske McCullough, consulting editor; Ursula McHugh, editorial assistant; James Ward, art director, Industrial Design. **Merit awards:** (1) Cal Morken, editorial director; Marlin Bree, managing editor, American Fur Breeder; (2) Ruth Gelarie, features editor, Housewares Review; (3) J. F. Koellisch, editor, Wood & Wood Products.

Category B—Average total paid circulation up to 30,000:

Class 1—To an editor, or group of editors, for the best single article or report on an event or project of major importance to the field or industry served. Special issues are eligible if on one theme.

● **1st award:** Jerome D. Luntz, editor and associate publisher; Robert E. L. Adamson, assistant editor; William E. Boggs, research editor; Dimitrios Caratzas, production editor; Jesse S. Cook III, assistant editor; Daniel I. Cooper, managing editor; Thomas L. Cramer, Harold L. Davis and R. Hobart Ellis Jr., associate editors; John E. Kenton, news editor; Harry Phillips, art director; Roy Thompsen, assistant art director; Carol Williamson, editorial assistant, Nucleonics. **Merit awards:** (1) James W. Franklin, associate editor, Engineering & Mining Journal; (2) John T. Bethell, managing editor; Lewis Brigham, staff writer; William A. Caperell Jr., art director; Mark Emond, copy editor; Richard C. Schroeder, merchandising editor, National Petroleum News; (3) Dr. Jay M. Gould, director of research; Alfred Hong, assistant director of research, Sales Management.

Class 2—To an editor, or group of editors, for the best series of related articles on a subject, event or project of major importance to the field or industry served.

● **1st award:** Dick Hodgson, executive editor, Industrial Marketing. **Merit awards:** (1) Frank J. Versagi, technical editor, Air Conditioning & Refrigeration News; (2) Daniel T. Braymer, senior editor; Ed Allen, midwestern editor; Fischer Black, publisher and editor; T. R. Jordan, assistant managing news editor; John J. Kearney, assistant managing technical editor; Francis J. Kovalcik, middle eastern editor; Kenneth N. McLean, industrial editor; Leonard M. Olmsted, managing technical editor, Electrical World; (3) Perkins H. Bailey, executive editor and fashion analyst; Walter H. T. Raymond, editor; Stanley E. Gellers and William J. Ullmann, associate editors, Men's Wear; (4) Frank Breese, editor; John T. Bethell, managing editor; Lewis Brigham, staff writer; Cornelius Brodersen, fuel oil editor; Richard C. Schroeder, merchandising editor; Doris E. Wells, market research editor, National Petroleum News.

Category C—Average total paid circulation over 30,000:

Class 1—To an editor, or group of editors, for the best single article or report on an event or project of major importance to the field or industry served. Special issues are eligible if on one theme.

● **1st award:** Caswell Speare, editor; Dorothy Atkin, assistant editor; Robert K. Moffett, managing editor; Mimi O'Shea, editorial assistant; Robert J. Tucker, art director; F. Bryan Williams, assistant editor, Fleet Owner. **Merit awards:** (1) Lester R. Bittel, manager of editorial programs, Factory; (2) Perry I. Prentice, editor, House & Home; (3) Elmer J. Tangerman, editor, Product Engineering.

Class 2—To an editor, or group of editors, for the best series of related articles on a subject, event or project of major importance to the field or industry served.

● **1st award:** Perry I. Prentice, editor, House & Home. **Merit awards:** (1) Byron K. Ledgerwood, managing editor; John D. Cooney, associate editor, Control Engineering; (2) Laurence Wray, editor; James J. Cassidy and John A. Richards, associate editors; Barbara Ellwood, art director; Howard J. Emerson, West Coast editor; William G. McGuire, southeast editor; Ted Weber Jr., managing editor, Electrical Merchandising; (3) W. L. Nelson, technical editor, Oil & Gas Journal. #

API Adds Third Neal Award

NEW YORK, March 10—Dick Hodgson, executive editor of *Industrial Marketing*, yesterday was named winner of a first award in the fifth annual Jesse H. Neal editorial achievement competition.

Mr. Hodgson was cited for his presentation in *IM*—a sister publication of ADVERTISING AGE—of "analytical news coverage of proposed changes in National Industrial Advertisers Assn. organizational structure," which appeared in the monthly last year.

The category in which Mr. Hodgson's story was entered covered "the best series of related articles on a subject, event or project of major importance to the field or industry served."

■ It was the third time that Advertising Publications Inc. was cited in the Neal competition. In 1954—when the awards were first offered—ADVERTISING AGE won an award of merit for its coverage of the Duane Jones account piracy developments. John Crichton, then executive editor, and James V. O'Gara, then associate editor, were the winners.

Last year, Sidney R. Bernstein, AA editorial director, received an award of merit for the series, "Advertising we can do without." #

Coffee Institute Running Contest for Best Brew

The Coffee Brewing Institute, New York, is running a contest among public feeding operators to encourage improved production and service of coffee.

Contestants are to submit samples of the coffee they serve. Those samples which, when analyzed, fall within the ideal area of the institute's control chart will win Golden Cup trophies for their producers.

PUBLIC SERVICE—*The Advertising Council idea has spread to France under the banner, "Grand Causes Nationales," sponsored by 130 advertisers, agencies and media. These ads, prepared by Publicis, are part of the first campaign—for safety.*

Busse Heads LBI Unit

Alvin R. Busse has been appointed director of the new public information division of Licensed Beverage Industries, New York, public relations organization of the distilled spirits industry. Before joining LBI last year, Mr. Busse was with National Broadcasting Co.

Rubin Joins Gaertner

Leonard G. Rubin, formerly sales promotion director of McGreevey, Werring & Howell, has been named director of the sales promotion division of Fred Gaertner Jr. & Associates, New York, retailing, marketing and personnel consultant.

DO YOU WANT THE ACCOUNT?
... Reach for BRAD-VERN'S!
Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.
Write: V. H. Van Diver, Sr., Woolford, Md.
Phone: Cambridge 171 or 2980.

Art Director-Visualizer-Designer
wants tie-in with agency or advertiser who needs talent and long, varied layout experience in ads, sales promotion. Mature, contemporary-minded. Fee, or other agreeable basis.
BOX 447, ADVERTISING AGE
630 THIRD AVE., NEW YORK 17, N. Y.

WANTED—COPYWRITERS
Three openings ..... $7,500 to $12,000.
WANTED—ADVERTISING MANAGERS
Three openings ..... $9,000 to $12,000.
WANTED—MARKET RESEARCH MEN
Several openings .... $8,000 to $10,000.
WANTED—ACCOUNT EXECUTIVES
Five openings ..... $8,500 to $18,000.
CLIFF KNOBLE
DRAKE PERSONNEL, INC.
29 E. Madison Bldg. Chicago 2, Ill.
FInancial 6-8700

WANTED
GROCERY PROMOTION EXPERIENCE
Rewarding opportunity for man with experience or at least aptitude in grocery promotion.
The man we seek may be doing MERCHANDISING for ACCOUNT WORK in an advertising agency . . . or he may be in the PROMOTION or ADVERTISING department of a manufacturer . . . or he may be SELLING to the grocery field . . . or he may be employed in a SUPER MARKET company . . . or he may be WRITING for a trade magazine in the grocery or an allied field.
Salary up to five figure bracket, depending on experience.
Box 446, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

STUCK ON THE SAME OLD JOB?

Are you ready for something far more challenging and *rewarding*?

Then, shoot for the job you really want (spell it out) with a classified ad in The Advertising Market Place.

Your cost is *low*—your chances amazingly good. For your Ad Age message reaches over 158,000 advertising, selling and marketing executives in the United States and Canada—the top brass with the authority to say "You're Hired!"

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.
Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____
My Name_____
Street_____
City_____ Z___ State_____
Clip and mail this form to:
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

Chrysler, Ford Reveal Small-Car Models on Board, but No Timetable

DETROIT, March 12—Both Chrysler and Ford assumed tentative stances at the brink of the small car pond this week, but neither indicated when it might enter the water. General Motors stood firm on an earlier indication it would be ready to participate when the climate was favorable.

Chrysler's president, L. L. Colbert, made the most precise official statement on what any of the Big Three small cars will be like in a news conference.

▪ He said Chrysler has been working on a smaller car for ten years, has one ready now with prototypes under test, has spent about $10,000,000 on it, and that it would be a six-cylinder car with a 105 to 110-inch wheelbase that will do 25 miles to a gallon.

It is expected to cost only $100 to $150 dollars less than the present "economy" Plymouth, as equal labor and production costs would tend to hold up the price level, with the same number of parts and same manpower required.

Mr. Colbert said his company is not sure yet when and if the public wants the small car and said the point of no return on a decision will be late summer, if a car is to emerge in the near future, or before the end of the year. He also said Chrysler expects to produce 100,000 cars each month from now to the end of July. He admitted announcement now of a new small car coming soon would hurt sales of the models now on the market, but insisted that was not the dominating factor in the delay.

▪ Ford Motor Co. today elaborated on a broad statement of a couple of weeks ago when it indicated Edsel eventually might be included in the small car market, but not until 1961, and affirmed there always would be an Edsel.

There has been much educated guessing and some advance experting, generally to the effect that Ford will come out with a 109-inch wheel base car, 100 horsepower or thereabouts, with gas mileage up to 25 miles per gallon, and weighing about 3,300 lbs. It is rumored it will look something like the present English Ford Zephyr. Ringsiders say they think it will appear in October.

▪ General Motors has said nothing to confirm, but the same forecasters are predicting a Chevrolet with a 106-inch wheel base, 700 lbs. lighter than the now-on-sale Chevys. GM's car is expected to come first, the guess being late August or September.

There is talk of as many as seven different new small cars eventually in the field, two at Ford, four at GM (where Pontiac, Buick and Olds also may make a bid) and Chrysler possibly with two. American Motors and Studebaker, happy with a goodly increase in their share of the market as it is, so far have stirred no speculation as to ultimate changes for more economy on their part.

▪ Merchandising the new small cars, apparently to come sooner or later, is causing agency men and dealers to sweat already. There is a problem of sounding the virtue of the large against the small, the luxurious against the economical. While no announcements have been made, some separate billings and client relationships seem certain.

The 1958 sales of passenger cars in the U.S. totaled 4,285,000 and to this was added 377,000 foreign car registrations, or 8.07% of the total. This percentage was only 3.46% in 1957, so the small car tide is indisputably rising, as far as the foreign car makers go. They predict they will sell 500,000 or better in the U.S. in 1959, whether the domestic small cars come out or not. This would approximate 10% of the predicted total.

There is increasing evidence of the American demand for small cars which up to now the Big Three say they have been unable to discover. They can glance again at American Motors, with more Ramblers sold in the first six months of the 1959 model year than in the entire 1958 model year, and going at a 37,000 clip in the month of March, and at Studebaker-Packard, which had less than 1% of the total market in 1958, but is doing 2% currently on its Lark. It also has a 1959 first six month model year production figure in excess of its entire 1958 total.

▪ Also notable is the foreign car registration trend in the U.S. Renault registered 59,698 in the U.S. in 1958 and anticipates registering 100,000 in 1959. Volkswagen registered 102,000 in 1958 and predicts it will add 112,000 more in 1959. #

Pillsbury Co. Must Drop Duff, Ballard, FTC Examiner Says

WASHINGTON, March 13—A Federal Trade Commission hearing examiner ruled today that two mergers which enabled Pillsbury Co. to improve its standing in the home mix and family flour markets in 1952 were illegal and must be undone.

One case involved Pillsbury's acquisition of the Duff baking mix division of American Home Foods for $3,000,000 on March 10, 1952. This merger gave Pillsbury facilities and formulas which enabled it to displace General Mills as the leader in the cake mix industry, Examiner Everett Haycraft said.

In view of the impact that it had on competition in the prepared mix field, particularly its effect on small companies, Mr. Haycraft said, Pillsbury ought to be required to divest itself of the Duff properties under an arrangement which restores Duff as a going concern.

Similarly, he said, the acquisition of Ballard & Ballard Co., Louisville, for $5,172,000 enabled Pillsbury to gain dominance of the family flour market in many parts of the Southeast. His decision also calls for re-establishment of Ballard & Ballard as a going concern.

▪ With its acquisition of Duff, Pillsbury's share of the cake mix industry increased from 16% in 1949-'50 to 31% in 1952, Mr. Haycraft pointed out. Aside from the impact on General Mills, which lost first place, it has been a factor in a situation in which more small companies have dropped out of this field than have entered it since 1952.

His decision is subject to review by the commission.

ACQUISITIONS WERE PROPER: PILLSBURY

MINNEAPOLIS, March 12—"Company action on the ruling will be determined only after full consideration has been given the order and the opinion of the hearing examiner supporting it," Terrance Hanold, treasurer of the Pillsbury Co., said today in answer to a ruling by a Federal Trade Commission examiner that Pillsbury should be required to dispose of the assets of two competitors that it had absorbed. #

FREE STAMP—*To promote the use of air parcel post, the Air Transport Assn. is offering free air parcel post rubber stamps in ads in Newsweek March 16 and U.S. News & World Report March 30. Ketchum, MacLeod & Grove is the agency.*

Big Klatsch Ahead: 3 Coffee Marketers Converge on Chicago

(*Continued from Page* 1)

on every page that carries ads in the *Chicago Tribune* and the *Chicago Daily News*. The teaser ads will say, "I am bringing the mountain to Chicago. Captain Folger." Cunningham & Walsh, New York, is Folger's agency.

Folger also will conduct a couponing campaign (more than 1,500,000 coupons) which will offer one free can of Folger's for every can bought.

▪ Livingston Coffee Co. is introducting Fireside egg coffee, which has whole fresh eggs already added, in both regular and drip grinds. The coffees will be packaged in vacuum-packed 1 lb. cans.

Advertising for Fireside will break March 25 with a full-color page ad in the *Chicago Daily News*. The same ad will run April 1 in the *Chicago Tribune*, and the campaign will present four other two-color ads in each newspaper as well as a second four-color page within two months.

A saturation radio campaign will start some time in April with spots on five Chicago stations. Livingston will climax its introductory ad push for Fireside with a heavy tv spot campaign but the size of the campaign and when it will start will depend largely on the Folger developments, ADVERTISING AGE learned. Keyes, Madden & Jones is the Fireside agency.

Fireside egg coffee will be the first consumer product to be marketed by Livingston, which has been producing and selling institutional coffees since 1891. Fireside will sell for about 6¢ more than Folger's and North Woods.

▪ North Woods Coffee Co. is marketing a new regular and drip grind coffee with egg added. The company will use newspapers, radio and tv, but it could not be learned when the ads will start.

AA also learned that North Woods would conduct a couponing program, with an offer of 15¢ off on the purchase of a can of the new coffee. Clinton E. Frank Inc. is the North Woods agency.

Last fall North Woods introduced the first instant coffee with egg added in 54 midwestern markets (AA, Sept. 29, '58). #

Hixson Retires from Agency

Robert M. Hixson, for 25 years president of Hixson & Jorgensen, Los Angeles, has retired as a principal of the agency, but will continue to provide counsel to the agency and its clients. Mr. Hixson's interests have been purchased by executive personnel. Kai Jorgensen, chairman of the board, also will assume the office of president.

Pharmaceuticals, Lorillard Face Squeeze at NBC

(*Continued from Page* 1)

night $100,000 Allen series, wants to fit the Murray program elsewhere on the schedule.

▪ The matter hasn't come to a head because the agencies haven't yet been officially notifed. At the moment each side is trying to sell the other on its point of view.

"We are very happy with the Murray show. It's rating well, and it's getting good sales results for our client," Ted Bergmann, president of Parkson, told ADVERTISING AGE.

And how does a buyer feel when he is asked to move a show he is satisfied with to make way for another customer?

"I can understand the network's point of view, because I used to be on that side," Mr. Bergmann, one-time head of the defunct DuMont network, said. "NBC wants to beat the competition and get the largest possible audience; it thinks Steve Allen can beat 'Desilu Playhouse'."

Another factor, he said, is the network's desire to recapture an hour of station time Monday nights. The Murray party closes the network at 10:30; the hour comedy show would keep it on the air until 11.

"Yes, we can understand NBC's point of view, but we can't sympathize with it when it's our client who's affected," Mr. Bergmann continued. Especially, he added, "since this has happened to us before, when 'Twenty-One' was moved from Monday to Thursday night."

▪ Lennen & Newell, which at the outset was reluctant to alternate on a show with the maker of Geritol, is now battling strongly to keep the Pharmaceuticals-Lorillard-Murray status quo. But Lorillard had a better reason than most for knowing that it may be a losing fight if NBC decides to go ahead with its Monday revisions. In the early tv days of 1952 this company made an unsuccessful attempt to get a temporary injunction to keep CBS from dumping "The Web" in favor of an R. J. Reynolds program.

▪ At a time when clients are no longer lining up at the networks, why does NBC risk offending two good paying customers?

"Because we have an advertiser who wants to buy into the Steve Allen show in a major way, and he wants Monday at 10," an NBC official said.

"But we are trying to work this out in a friendly fashion that will be agreeable to all," the network executive continued. "We don't push our clients around." #

Chilton Reports Income Drops

Chilton Co., Philadelphia, has reported net income of $442,884, down sharply from the $862,593 net in 1957. Gross income amounted to $13,553,397, down from $14,321,480 the previous year. G. Carroll Buzby, president, told stockholders in the company's annual report that expansion in 1958, financed entirely out of operations, cost more than $800,000. "This decline in profits in 1958 was due largely to this reinvestment policy," he said.

Myrbeck Adds Entron Inc.

Entron Inc., Bladensburg, Md., maker of television reception equipment, has appointed S. Gunnar Myrbeck & Co., Quincy, Mass., and Washington, to handle its advertising.

Marco Morrow

Marco Morrow, 89, Retired Executive of Capper Group, Dies

TOPEKA, March 10—Marco Morrow, 89, retired executive of Capper Publications and a noted author, died in a Topeka hospital Feb. 28 of a heart attack. He had entered the hospital several days before for observation.

Born near Morrow, O., Mr. Morrow served as managing editor of the old *Republic Times*, Springfield, O. Later he was associated with the old Long-Critchfield and the White advertising agencies in Chicago before coming to Topeka in 1908 as director of advertising for all the Capper publications.

Mr. Morrow became assistant publisher and the responsible head of Capper when Arthur Capper was elected to the U. S. Senate in 1918. When the Capper publications were incorporated in 1937, he became a director and vp. He retired in 1942.

▪ Noted as a prolific writer in a variety of literary forms, including poetry, essays and magazine articles, Mr. Morrow numbered Carl Sandburg, Elbert Hubbard and Sherwood Anderson among his personal friends. After his retirement, he wrote a book about the people of Israel up to the time of the death of Moses.

Mr. Morrow served as a director of the Audit Bureau of Circulations for 22 years. He served as president of the Agricultural Publishers Assn. and was a director of the group for some 20 years. He also was a member of the national council of Sigma Delta Chi, National Publishers Assn., Press Club, and the Saturday Night Literary Club.

JOHN B. MOFFETT

PHILADELPHIA, March 10—John Blair Moffett, 73, secretary and a director of the Chilton Co., a director of Farm Journal Inc. and senior partner in the law firm of Moffett, Frye & Leopold, died March 8 at Bryn Mawr Hospital.

Mr. Moffett was graduated from Dickinson College and the University of Pennsylvania law school. He had served for 37 years as counsel for Sun Oil Co. and its subsidiaries, Sun Gas Inc. and Sun Pipe Line Co., and was closely associated with the Pew family, major stockholders in Sun and Chilton. He was a member of the Union League Club, Merion Cricket Club and the American, Pennsylvania and Philadelphia bar associations.

W. B. FORSYTHE

TORONTO, March 10—W.B. Forsythe, 61, who retired two years ago as president of Pepsi-Cola International, died March 8 in Toronto Western Hospital.

Born in Maryland, Mr. Forsythe came to live here at an early age and served overseas in World War I with the Canadian field artillery.

He was with Pepsi-Cola in Canada and Europe prior to assuming office in New York and living at Stamford, Conn. He had lived near Ballantrae since his retirement.

C&H Forced Note Signing by Fraud, Seklemian Says

Both Sides File Claims and Counter-Claims in Agency Merger Suit

NEW YORK, March 13—The legal wrangle between Calkins & Holden and Seklemian & North gained momentum this week as attorneys for both sides filed claims and counter-claims in supreme court here.

The first formal suit in a raft of charges being readied on both sides was filed against Masis Seklemian in New York and Victor North in his home state of Connecticut. Messrs. Seklemian and North were partners in an agency which merged with C&H last August. The merger, however, was short lived. Mr. North was subsequently fired by C&H, and Mr. Seklemian is due to leave the agency soon.

▪ In still another countersuit, Calkins & Holden today charged Messrs. Seklemian and North with making a "false and fraudulent" billings estimate during merger negotiations last year.

Seklemian & North, charged C&H, listed revenue from clients at "substantially in excess of $247,000" over a five-month period beginning Aug. 1 (this would put billings in the $3,500,000 range).

Harking back to the $54,000, C&H charged Seklemian & North with "fraudulently concealing the prepayment of substantial amounts received from clients for the placement of future advertising."

These payments, C&H charged, included a $54,000 prepayment which Seklemian & North had received from Fruit-of-the-Loom, for an ad scheduled for the December *McCall's*.

▪ Seklemian & North, said C&H, "falsely and fraudulently" told C&H that the ad would be commissionable, but that Messrs. Seklemian & North "had in fact previously expended [the money], leaving Seklemian & North hopelessly insolvent." C&H also said *McCall's* later threatened to cancel the ad and that, at the request of the partners, Calkins & Holden paid the *McCall's* bill. C&H paid the invoice after accepting a personal note dated Oct. 2, the complaint added.

In a new hassle, C&H further charged Victor North with wrongfully removing furniture and office equipment from the agency's possession to use in connection with another ad business he is now conducting, North & Phipps.

▪ In a general denial of the C&H charges, Mr. Seklemian gave the court his version of the events leading up to the disaffection between North & Seklemian and Calkins & Holden. He charged the larger agency with "fraudulently inducing" him to sign the alleged note for $54,000 and in a counterclaim asked the court to rescind the note and restrain C&H from any further attempt to collect the money.

▪ Stating that there was an "oral agreement" that C&H would pay the $54,000 media bill, Mr. Seklemian described a financial arrangement in which the Seklemian & North agency would repay the debt by applying 3% of billings and accounts brought into C&H as the result of the merger and of any future new business brought in by Seklemian & North.

Mr. Seklemian said further that he and his partner on Oct. 2 signed a personal note for the money "as evidence of their good faith." The note, it was further alleged, would be held in escrow by C&H and would not be operative or delivered until termination of the merger on or before July 31, 1959, a date set by the two parties in the original merger agreement.

The Seklemian defense then listed Dominion Corset Co., Klopman Mills, Duofold underwear and Skyway luggage, with total billings of $1,075,000, as new accounts brought into the C&H shop. It claimed further that by applying 3% against these billings, the corporate debt of $54,000 was reduced by "at least $32,250."

Mr. Seklemian wound up his defense by charging that the note for $54,000 "remains undelivered and inoperative" because of C&H's alleged breach of the agreement.

▪ In a list of counterclaims, Mr. Seklemian charged the agency with "fraudulently" inducing him to sign the note, which he also claimed is invalid, and asked the court to rescind the alleged debt and award him damages, to be decided by the court. #

New Strike Threat Hits N. Y. Dailies

NEW YORK, March 13—Another New York newspaper strike threatens. Federal mediators have entered contract negotiations between the Publishers Assn. of New York City, which represents the ten newspapers involved, and the New York Typographical Union No. 6, known as "Big 6."

Negotiations between the publishers and the union were broken off Wednesday. A meeting of publishers and union officers has been called today by Frank H. Brown, regional director of the federal mediation and conciliation service. Big 6 has called a membership meeting for Sunday to poll sentiment on asking the international executive council to sanction a strike vote.

Several major issues are involved. The biggest obstacle to a settlement is the so-called "bogus rule." This is the resetting of ads, previously set in commercial print shops, by newspaper composing rooms. Publishers call it "featherbedding." The union calls it "reproduction of advertising." It applies chiefly to local advertising.

Also, the wage package negotiated last fall with the Newspaper & Mail Deliverers Union after a 17-day strike apparently is not acceptable to Big 6 or to four other unions representing the pressmen, stereotypers, machinists and electricians.

The newspapers involved include the *Times, Herald Tribune, News, Mirror, World Telegram & Sun, Journal-American, Post, Journal of Commerce, Long Island Press* and *Long Island Star-Journal*.

COLUMBUS STRIKE OVER; STALEMATE IN ST. LOUIS

COLUMBUS, O., March 13—All three dailies here are expected to resume publication March 15 following settlement last night of a 14-day strike against the *Columbus Dispatch, Citizen* and *Ohio State Journal*.

The dispute centered on a contract for striking pressmen.

Meanwhile, there has been no progress on negotiations between the St. Louis Newspaper Guild and management of the strike-closed *St. Louis Globe-Democrat*. The *Globe-Democrat* sold its plant and equipment to its rival *Post-Dispatch* Feb. 27 (AA, March 9), and upon termination of the strike, the *Post-Dispatch* will print the *Globe-Democrat* on contract. #

Kaphan Moves in Israel

Kaphan Advertising has moved to new quarters at 1820 Mikve Israel St., Tel-Aviv, Israel.

Last Minute News Flashes

Stephenson Leaves Tracy-Locke, Opens Own Shop

HOUSTON, March 13—Clay W. Stephenson, exec vp of the Houston office of Tracy-Locke Co., Dallas, will open Clay Stephenson Associates April 1, replacing the Houston office of Tracy-Locke. The agencies said "impending conflicts in accounts made the separation desirable to both offices." Accounts to be handled by Stephenson include Duncan Coffee Co., Houston; American Instants, Morris Plains, N. J.; TexSun Citrus Corp., Weslaco, Tex., and Wm. S. Scull Co., Camden.

Janssen Piano Switches to Smith & Dorian

NEW YORK, March 13—Janssen Piano Co. has named Smith & Dorian to handle its advertising. The account was last with Fred Gardner Co.

OAI Shifts to Marschalk & Pratt from Al Paul Lefton

NEW YORK, March 13—Outdoor Advertising Inc., after nearly three months of listening to presentations (AA, Feb. 2), has named the Marschalk & Pratt division of McCann-Erickson as its new agency. Al Paul Lefton Co. formerly handled the account. OAI plans to launch a new program next month, supported by a 30% increased budget.

Tidewater Push Promotes Anti-Smog Gasoline

SAN FRANCISCO, March 13—The western division of Tidewater Oil Co. will use newspapers, radio and tv spots and outdoor signs in 29 major cities in seven western states to announce its new Flying A 100-Plus gasoline, which Tidewater claims is the first clean-burning anti-smog gasoline. Foote, Cone & Belding is the agency.

Merger Forms Wilbur-Ciango, Beekman & Packard

NEW YORK, March 13—Beekman & Packard and Wilbur & Ciango (a division of Boyer & Roger) have merged to form Wilbur-Ciango, Beekman & Packard, 41 E. 28th St. The combined operation handles divisions of Hudson Pulp & Paper, General Electric, Westinghouse and Fairchild, among others. The new agency expects to bill over $6,000,000 this year.

McCarty Co. 'Disaffiliates' from Its N.Y. Office

LOS ANGELES, March 13—McCarty Co. will exercise an "option to disaffiliate" from McCarty Co. Advertising Inc., New York. The New York operation, which had been Laughlin-Wilson-Baxter & Persons before it became part of the McCarty setup in 1954, must stop using the McCarty name within 60 days after notification of the split, McCarty said. McCarty said accounts would be unaffected and that it would soon announce new New York facilities to service its accounts.

Lindsay Co. Names Biddle; Other Late News

• **Lindsay Co.**, St. Paul, manufacturer of water softening equipment, has named Biddle Co., Bloomington, Ill., its agency, succeeding Kerker, Peterson, Hixon, Hayes, Minneapolis. The account bills about $350,000.

• **Max Factor & Co.**, in a consent agreement accepted by the Federal Trade Commission, has agreed to refrain from representing in ads (AA, Oct. 27, '58) that the company's Natural Wave will make naturally straight hair naturally curly, or that the product will change hair structure.

• **John B. McLaughlin**, who resigned as vp of marketing of Purex Corp., South Gate, Cal., in November, has set up a personal counseling service in marketing and creative advertising, with offices in Laguna Beach, Cal. In addition to serving his own clients he will work with the new management service of Ward J. Jenssen, Los Angeles, which has among its clients a number of agencies and more than 100 grocery chains and associations.

• **National Assn. of Insurance Agents**, New York, has launched a 26-week spot tv campaign in 157 markets, using minutes on news, weather and sports shows. The agency is Doremus & Co., New York.

• **Garfield Advertising and Hoffman Advertising**, both of San Francisco, have merged to become Garfield, Hoffman & Conner. Sidney Garfield is board chairman, Robert P. Hoffman is president and Alan Conner, exec vp at Garfield, keeps this title in the new agency.

• **American Cyanamid Co.** will move its industrial chemicals division from Hazard Advertising Co. to Erwin Wasey, Ruthrauff & Ryan May 1. EWRR already handles advertising for Cyanamid's Lederle Laboratories, fine chemicals department and surgical products division. Hazard retains Cyanamid's plastics and resins, pigment and organic chemicals divisions. EWRR, Chicago, has added the account of Zonolite Co., Chicago, miner and processor of vermiculite. The account, which returns to EWRR after a three-year break, has been handled by Henri, Hurst & McDonald. Zonolite bills about $300,000.

• **The Dodge division** of Chrysler Corp. announced March 13 renewal of the one-hour Lawrence Welk Saturday night tv show, extending it from July, 1959, to July, 1960. This program is carried on ABC-TV, currently on 214 stations. The program has been on the network since 1955. Welk first started with Dodge in Southern California in 1953, went national in 1955.

• **The University of Chicago** has named Fulton, Morrissey Co. to handle a campaign in metropolitan Chicago to promote the advantages of living in the Hyde Park area, site of the university. The account reportedly will bill approximately $100,000.

• **Who has the Intermountain Network**—ABC exclusively or Mutual and ABC? George Hatch, head of the regional net, told AA that of the 45 stations, three already take ABC, 39 will affiliate with that chain beginning March 15 and three are expected to stay with Mutual, since ABC already has stations in those cities. KALL, Salt Lake City, will be a primary ABC outlet, but it may carry some Mutual programming, at least until the network gets a replacement. And individual Intermountain stations may decide on their own to carry some Mutual fare, Mr. Hatch said.

• **The sponsor trend** back to a single blockbuster name continues. At press time Revlon, New York, was negotiating with Ed Sullivan for weekly sponsorship of his CBS-TV show on a pattern along the lines of the Perry Como-Kraft deal. Mercury, Edsel and Kodak now share this show.

Stations 'Under Scrutiny' of Y&R on Triple Spotting

Matthews Says Agency Finds 22% of Its TV Ads Hit by 'Violations'

NEW YORK, March 12—The media boss at Young & Rubicam, which bills $100,000,000 a year in broadcasting, yesterday held a press conference to put tv stations "on notice" that their "unethical, if not illegal, practices" are under observation. And he warned that the agency will now have facts to back up its complaints against triple spotting, the shaving of network programs and product conflicts, etc., in the 75 markets monitored by Broadcast Advertisers Reports. These reports cover 235 stations.

William E. (Pete) Matthews, media vp of Y&R, said the agency's investigations indicate that 22% of its tv commercials have been subjected to some kind of "violation." Most of these "violations," he said, are multiple spotting or the short-changing of network advertisers, who do not get all the time they paid for.

Mr. Matthews said there had been a few cancelations of spot and network schedules—about 1%—because of repeated violations that could not be corrected through other means. He would not say what products, shows or stations were involved.

Mr. Matthews emphasized that he was not condemning the whole industry and said Y&R is not "in the position of disciplining media for the fun of it." But he added:

▪ "We must see that our clients get services in terms of the greatest value to them," he said, adding that in television, as in everything else, they are making a "proper and congenial use of the medium."

Mr. Matthews said Y&R is fearful that practices which give the effect of over-commercialization may undermine the health of the medium. If television becomes less effective and appealing to the public and less acceptable as entertainment, it will have less value for the advertiser, he continued.

In most instances where the advertiser feels that his commercials and/or programs have not been handled properly, a protest to the stations, representatives and/or the network concerned has been enough to rectify the situation, the agency executive said.

Cancelation appears to be the last resort. First comes the protest, and in some cases, a demand for rebates or "make good" commercials, he said. Y&R, like many other agencies, now attaches a rider to its spot contracts nullifying the order if the announcements are triple spotted (though there are some exceptions).

▪ Mr. Matthews said the "questionable practices" of tv are a matter of concern to such Y&R clients as Lipton Tea and General Foods, among others. He said that client interest will probably be stimulated still further by the BAR report on 25 markets which are being monitored for the first time (AA, March 9). That report counted a total of 5,036 nighttime irregularities on 71 stations during a single week last fall. #

Recht & Co. Reopens

Robert Recht, formerly owner of Rex Furniture Stores, has reopened his agency, Recht & Co., in the Taft Bldg., Hollywood.

IN 1958

LIVING...

1st

in number of stores tying in through their own advertising with LIVING advertising and editorial features

1st

in total number of tie-in advertisements run by retail stores

1st

in total retail tie-in linage

RETAIL TIE-IN ADVERTISING YEAR 1958

(advertising and editorial*)

	Stores	Advertisements	Total Linage
LIVING	1,431	2,490	1,183,578
H. B.	1,340	2,155	710,162
H. & G.	1,109	2,091	581,675

The Time Of Purchase Magazine

LIVING
FOR YOUNG HOMEMAKERS

*Source: Advertising Checking Bureau

575 Madison Avenue
New York 22, N. Y.

Magazines Sell Big Ticket Items Better: Hubbell

(*Continued from Page 2*)

vertising gimmick. You don't really do a job of selling in 20-second spots an item that requires $50, or $100, or $200 or $300. I was interested in examining the experience of the ten largest advertisers in the U. S. Six are in the package goods field—soaps, cigarets, etc.

"And four of them—General Motors, General Electric, Ford and Chrysler—make big ticket items. Those four, year after year, spend more money in magazines than they do in electronics. That represents the sum total of their experience, and it has to be the sum total of anybody's experience in that field—that magazines are the indispensable medium of advertising."

• **Donald K. Clifford,** Doherty, Clifford, Steers & Shenfield: "I would like to stress to you that magazines are today the only solely national medium. They constitute the only medium that cannot be bought locally. Magazines offer certain efficiencies and certain advantages that only a wholly national medium can give.

"It is interesting to me to contemplate that magazines may have high subliminal values. A magazine is picked up and thumbed through again and again and again. And advertisements that are not consciously noted—not consciously seen—have opportunity after opportunity to build impact on the subconscious."

• **Jane Trahey,** Jane Trahey Associates: "Having talked to a lot of you from Hearst and to a lot more media reps from other publications and other books, I am constantly amazed at the lack of understanding and the lack of knowledge of your own books. For instance, most of you don't read them consistently. You know more about your competition's product than your own. Oh, sure, you check on ads placed, but I'll wager that not one of you has read the entire issue of his book for as much as three or four months."

• **Thomas E. Hicks,** vp, Lever Bros.' Pepsodent division: "Stop fighting television and join it. Gear your presentation to complement television coverage. Use overlays to demonstrate how your book will get into places a short network buy leaves entirely uncovered.

"The 20 national manufacturers who are spending half of the total advertising dollars accounted for by the 100 largest national advertisers in this country are interested, primarily, in reach and frequency. Ask yourselves—how can we be teamed up with other magazines to increase the reach and frequency for the advertiser?"

• **Marion Harper Jr.,** president and chairman, McCann-Erickson: "Magazine editors are probably the real pioneers of what has become known as the modern marketing concept—[that] there is a continuous cycle of communications between the producer and the market. The producer decides what product he will make, what package he will use and how he will advertise and sell it—not on the basis of what his manufacturing and sales departments tell him, but as a result of information gained from the consumer.

"It's a matter of journalistic history that magazine editors have been practicing communications both to and from the consumer from the beginnings of magazines.

NOTED—*Potables led the list of top-three remembered outdoor posters during the four weeks ending Feb. 4, according to Daniel Starch & Staff. Of those interviewed in 28 markets, 58% remembered the Coca-Cola poster; 55% the Rheingold beer poster, and 53% the Schaefer beer poster. The remaining seven best-noted posters were Ford, 49%; Falstaff beer and Fleischmann's whisky and gin, 46%; Budweiser, 45%; General Tire, Hamm's beer and Sunbeam bakers, 44% each.*

"I'd say that it's true in the media field that too much time is spent on minute comparisons with competition. I'll concede that this has been encouraged by media buyers, who often want the material as a basis of recommendations. But a service contribution —one that's based on the buyer's interest and need of the medium —will exert far more leverage toward a sale."

• **Charles Halverson,** group supervisor, Fuller & Smith & Ross: "It is high time media representatives and their principals became marketing conscious. Once a manufacturer decides to place the advertising of his product in one of your magazines, you become inextricably involved in the sales action for that product. Whether you like it or not (and I'm sure that you do) you have become a part of somebody's marketing plan."

■ And here are some of the creative selling ideas explained at the Hearst seminars:

• Jim Green, of *House Beautiful,* went to homes of Thunderbird buyers and snapped pictures of their houses, with the T-bird in each driveway. Ultimately the magazine sold a "Fine car-fine home" idea to the agency and got itself on the 1959 media list.

• *American Druggist* figured a way to design an in-store display that could be printed flat and bound as an insert, which it sold to Merck, Sharp & Dohme.

• *Sports Afield* sold Schick on a combination deal, under which the customer would buy a shaver kit for 98¢ and get a fishing lure in a hip pocket tackle box—getting 18 consecutive two-thirds page, two-color ads in the process.

• *Harper's Bazaar* took a look at the ever-thinning television set, and came up with promotions which worked with Admiral and Sylvania, landing them in front fashion windows of leading stores.

• Richard V. Pitman, advertising manager, *Motor Boating,* had bought stock in Daystrom Corp., which owns Heath Co., which was about to put a marine radio direction finder kit on the market. He went to the Daystrom stockholders meeting, talked to the president afterward, convinced him no advertising program in the boating field could exclude his publication, sold 12 ⅔-page ads.

• *Good Housekeeping* used hangtags, buyer's guides, presentations, trade advertising, publicity, marketing and retailer tie-ins to build a mammoth wash-n-wear promotion in its May issue, amounting to 31 pages of advertising and more than $500,000.

■ In initially laying out the seminars, Richard E. Deems, exec vp of Hearst Magazines, told the group, "Creative selling means only one thing—the kind of selling that creates business, that delivers benefits. Let us not merely try to sell white space—let's try to help our customers to greater profit."

Mr. Deems also had some pointed advice. He noted that research says only about 40% of a salesman's time is available for selling; the rest is spent in waiting, telephoning, traveling, paper work, etc., so that in a 40-hour week, selling occupies only 16 hours. "Are we wasting too many of our 16 hours on men who can only indirectly help us make a sale?" he asked. "It's always been my opinion that media salesmen spend too much time with men of secondary and tertiary importance."

The seminars were confined to Hearst people, but were command performances, with tickets printed and attendance obligatory. #

Adman Should Share in Planning of New Products: Schruth

(*Continued from Page 3*)

The major problem facing American business in the next decade is to sell and get the public to consume all of the goods produced, he said. He pointed out that Arno Johnson, of J. Walter Thompson Co., has been quoted as predicting that national advertising expenditures will have to jump from the present $10 billion annual level to about $17 billion in ten years in order to move goods at a $700 billion production level in 1969.

Predicting that many new products will be developed and marketed in the next ten years, Mr. Schruth advised companies to take full advantage of their corporate or institutional ad campaigns.

"The corporate ads that you run today can sell the products that you will offer tomorrow," Mr. Schruth said. "Here's an overlooked opportunity to sell the dreams of your drawing boards—and your research laboratories. The corporate image can sell far more than nebulous good will." #

Wisconsin Supreme Court Okays Price Ad Restriction

The Wisconsin supreme court has upheld the constitutionality of a state law prohibiting the advertising of the price of eyeglasses. The unanimous opinion said the law was intended to protect the public against the practice of filling the prescription to meet the price rather than the needs of the patient.

King Optical Co., a Chicago company with a Milwaukee office, had asked a circuit judge to issue an injunction against enforcement of the law, claiming the law applied only to optometrists, not optical dispensers (AA, April 7, '58). When the judge refused, King appealed.

PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
- Prints 4 times as fast
- Prints 2 sides in one operation
- Prints and folds on press
- Two colors at single-color prices

CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

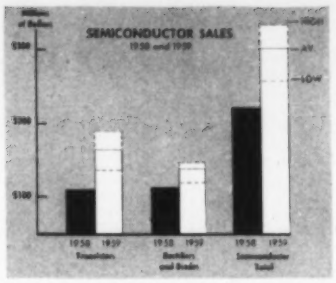
Akron, Ohio
FRanklin 6-6175

ADVERTISEMENT

In an advertisement appearing in the February 2, 1959, issue of Advertising Age, we stated, "Do you know that a classified ad in AA will give you more reader saturation and greater persuasion right on your own home ground than any other marketing paper available to you?"

This comparison was intended to refer to paid circulation advertising journals only.

ADVERTISING AGE



Paul Petrack takes the stand for electronics

ITT (International Telephone & Telegraph Corp.), Components Division, Clifton, New Jersey is a leading electronics manufacturer of electron tubes, fixed capacitors, silicon power diodes, selenium rectifiers, hermetic seals, miniature switches, and other component parts.

Former Chief Engineer, and present Product Manager for silicon products, Paul Petrack is a market expert for electronics components. His functions require him to determine what products will be in greatest demand (according to the industry's latest technical developments) and what products will be the most profitable to market.

According to the subscription records, electronics is sent to your home. Why?

Because I have more time to read it and more time to digest it.

Does electronics help you create new business for ITT?

Yes, by keeping me aware of new developments in industry, the state of the art, and market potentials for existing products, we are better able to direct our efforts toward meeting our product goals.

What "product image" has electronics conveyed to you over the years?... or, How would you define electronics' position in the electronics industry?

I consider electronics *required reading...it is clear, concise and complete.*

If it's about electronics, it's advertised and read in **electronics**

electronics

Published WEEKLY plus the mid-year electronics BUYERS' GUIDE

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

ABC

Photo by Burt Glinn

ONE WAY TO FIND OUT IF IT'S WASHABLE... Maybe Barbara Ann isn't being very scientific, but she's found one sure way to prove the washability of those plywood walls. The editors of McCall's offer you a more practical (and less messy) way of knowing in advance the "performance values" of wall coverings—or any product. When you see the familiar McCall's Use-Tested symbol on the products you buy, you know McCall's editors and technicians have tested them thoroughly and endorse their performance under actual home-use conditions. The manufacturer's reputation, of course, is your assurance of a product's quality—but for an authoritative third-person analysis of a product's actual performance, there's nothing that can take the place of McCall's Use-Tested certification. *Most high quality products are now eligible for Use-Testing by McCall's. Manufacturers can find out how their products can qualify for McCall's Use-Tested program by writing to McCall's, Dept. HP, 230 Park Avenue, New York 17, N.Y.*

WE USED IT AND WE LIKE IT
USE-TESTED
BY
McCall's

Trademark of McCall's

McCall's, *the magazine of Togetherness . . . circulation now more than 5,300,000*